

2023 Accommodations Tax Funds Request Application

Organization Name: Hilton Head Island-Bluffton Chamber of Commerce

Project/Event Name: Hilton Head Island Destination Marketing Promotion

Executive Summary

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

2023 Accommodations Tax Funds Request Application

Date Received: 09/02/2022	Time Received: 01:10 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: Hilton Head Island-Bluffton Chamber of Commerce

Project/Event Name: Hilton Head Island Destination Marketing Promotion

Contact Name: Ariana Pernice Title: Vice President, Hilton Head Island Visitor & Convention Bureau

Address: P.O. Box 5647, Hilton Head Island, SC 29938

Email Address: apernice@hiltonheadisland.org Contact Phone: 843-341-8366

Event Date: 2023 Event Location: N/A

Total Budget: \$710,000.00 **Grant Requested:** \$710,000.00

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

As the Town of Hilton Head Island's contracted Destination Marketing Organization (DMO) we are committed and well positioned to ensure Hilton Head Island remains top-of-mind with travelers. Our supplemental grant request complements our DMO marketing plan overarching goal to drive qualified visitation to the destination throughout key timeframes. The 2023 supplemental grant request focuses on brand awareness, driving

discovery and exploration of the destination and connecting visitors with Island experiences. The 2023 request will focus on key efforts and initiatives that include: **Arts & Culture, Historical Heritage, Wellness, Festivals & Events, Meetings/Group and Destination Golf.**

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)

As the DMO for the Town, our organization is entrusted with promoting and ensuring destination tourism, the number one economic driver. As travel continues to evolve post-pandemic and the market is increasingly competitive both domestically and internationally, it is crucial we leverage our brand to stay top of mind for the consumer.

Through our Economic Impact Report, we measure the impact of our efforts and overall tourism to the destination. In 2021, there was \$2.8 billion in economic impact generated by tourism on Hilton Head Island to Beaufort County. Our work quantifiably drives overnight visitation and referrals to local businesses.

A. Total Number of Physical Tourists Served: 3.13 million tourists to the destination in 2021

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:

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:

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): 3.13 million tourists to the destination in 2021

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

Based on governance related to our funding, we market to 50 miles or further, focusing our efforts on the tourist number. We will reference our 2021 Economic Impact Report as the 2022 report will not be finalized until early 2023.

Please refer to our partners reporting for the tourist, visitor and resident attendance information related to their individual events.

We produce the destination Economic Impact Report and Visitor Profile Study annually in partnership with the Office of Tourism Analysis at the College of Charleston. The College of Charleston uses the IMPLAN model to input data and calculate the output of tourism to the economy. Several data sources for points for collection are used and analysed including: Google Analytics (website and digital assets), Kennickell fulfillment (Vacation Planner), Salesforce (Enews database), STR (hotel occupancy), DestiMetrics/Inntopia (home and villa occupancy) and CofC (wages and labor).

Below are executive summary details from the 2021 reports.

[2021 Economic Impact Study](#)

2021 Hilton Head Island Lodging Performance (2-source; Hotels + Home & Villa)

- Occupancy = 59.9% (up 26.9%)
- RevPAR = \$175 (up 44.9%)
- ADR = \$292 (up 14.2%)

Visitor Spending

- \$2.8 billion economic impact of Hilton Head Island tourism
- For every \$1 invested in marketing, \$38.01 returned to the local economy in net local government revenue
- Accommodations and hospitality tax up 60% over the past 5 years

Number of Visitors

- 3.13 million visitors in 2021
- 62.5% female / 37.4% male
- \$150K+ affluent traveler
- 56.7% undergraduate degree or higher
- 2-4 trips per year
- 7 nights average length of stay

2021 Visitor Profile Study

Demographics

- Baby Boomers (49.9%)
- Gen X (22.0%)
- Millennials (21.8%)
- Over 56% of those surveyed had a Bachelor's degree or higher
- More than 50% had an annual household income of \$100,000+
- 75% of the respondents were married

Top U.S. Points of Origin

- Ohio (11.3%)
- Pennsylvania (7.1%)
- New York (6.2%)
- Georgia (5.9%)
- North Carolina (4.7%)
- California (4.7%)
- Florida (4.0%)
- Virginia (3.8%)
- South Carolina (3.3%)

Top International Points of Origin

- Canada (49.3%)
- Europe (17.3%)
- Asia (9.3%)

Those Who Traveled to Hilton Head Island

1. Top reasons for choosing Hilton Head Island as a destination

- Visiting beaches (75.4%)
- Relaxation (51.5%)
- Spending time with family (46.6%)
- Biking (16.4%)
- Golf (13.7%)
- Culinary experiences (12.2%)

2. Average group size

- Overnight visitors (3.8)
- Day trip visitors (2.1)

3. Mode of Transportation

- Personal/family car (67.6%)
- Air service (22.5%)

5. Average length of stay (6.7 nights)

- Villa rental (7.9 nights)
- Hotel (5.5 nights)
- Timeshare (8.3 nights)
- Second homeowners (10.4 nights)

7. Top five most appealing experiences for leisure trips/vacations were:

- Beaches (91.3%)
- Relaxation & Rejuvenation (88.8%)
- Passive outdoor adventures (76.7%)
- Historical attractions (73.7%)
- Romantic couple-getaways (70.6%)

**Note: This is not specific to Hilton Head Island but about travel in general of those that were surveyed.*

8. Intention to return to visit Hilton Head Island (89.3%)

B. DESCRIPTION OF OPERATIONS:

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

The Hilton Head Island Visitor & Convention Bureau is a division of the Hilton Head Island-Bluffton Chamber of Commerce, which is a 501 C (6) non-profit organization. The Chamber was chartered in 1957 and the Visitor & Convention Bureau was added in 1983 when the Town of Hilton Head Island was incorporated. Our organization is the Town's official Destination Marketing Organization (DMO).

For almost 40 years, a strong, collaborative and productive working relationship between the Chamber's Visitor & Convention Bureau, the local tourism industry, business community at large, and the Town government has led to a highly effective, efficient and internationally recognized DMO.

Our organization meets and/or exceeds the criteria in all of the non-profit organizational domains for DMO's as established worldwide by the Destination Marketing Accreditation Program (DMAP) governed by Destinations International (DI). We were re-accredited in 2021, after an in-depth independent audit of these areas of our organization.

- Code of Ethics
- Governance
- Finance
- Human Resources
- Technology
- Brand Management
- Marketing
- Visitor Services
- Group Services
- Sales
- Communications
- Membership
- Management and Facilities
- Destination Development
- Research/ Market Intelligence
- Innovation

- Stakeholder Relationships

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

Based on findings in our most recent Visitor Profile Study, we feel the programs and initiatives outlined in our grant request align with the travelers desires and expectations. Through our efforts of promoting arts and culture, historical heritage, wellness, festival and events, meetings/group and destination golf we will bring awareness to Hilton Head Island and ultimately drive overnight visitation that will generate tax collections for the destination and Town. We will leverage our brand recognition and reach to complement the work of our partners as well as work with them to collaborate and push consistent messaging.

While each of the key focus area goals are different, we will have a common theme throughout of authentic storytelling and content creation. This will allow the visitor to fully immerse themselves into the destination and create a desire for them to dive deeper into the experiences and events Hilton Head Island has to offer.

Tactics specific to our plan will include but are not limited to:

- Dedicated campaigns through our website, digital and social assets
- Media buys and partnerships with publications and broadcasts, examples could include Condé Nast Traveler, Smithsonian, Travel + Leisure, Southern Living, Garden & Gun, Golf Channel
- Capture of video and imagery throughout the community of significant locations and people
- Engaging in partnerships with industry leaders in the meeting and group sector to further our reach and message on third party platforms, examples include Cvent and HelmsBriscoe

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

If a relatively small percentage of the overall grant was not funded, the Visitor & Convention Bureau would work to retain as many of the outlined programs as possible, and decrease expenditures where applicable. If the proposal is severely reduced, whole programs would need to be cut and/or eliminated, depending on the scope of funding granted. The result would be less-inquiries than projected, less visitors coming to Hilton Head Island, and therefore, less economic impact, job sustainability and tax revenues generated to the Town of Hilton Head Island.

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

Our request will support the goal of driving qualified visitation to the destination. Visitors and businesses look to our organization to provide services and programs that further brand awareness and reach due to our brand strength leading to conversions/referrals and overnight stays.

Below are the impact numbers generated from the 2021 Economic Impact of Tourism Report

- 3.13 million overnight visitors
- \$2.8 billion economic impact from tourism
- For every \$1 invested in marketing an ROI of \$38.01 was returned to the local economy in net local government revenue
- 36,919 jobs generated from Hilton Head Island tourism (34.1% of all jobs in Beaufort County)

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>	100 %
2 - Tourism-Related Events <i>Promotion of the arts and cultural events.</i>	0 %
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>	0 %
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)

Our organization's application is the only one you will receive that directly serves and actively collaborates with the entire tourism and

travel industry on the Island, both private and non-profit, to market travel to the destination year-round. We actively work with our partners to drive shoulder and off-season business.

Through our research and understanding partner and stakeholder goals, we have set a strong emphasis on promoting arts and culture, historical heritage, wellness, festival and events, meetings/group and golf marketing business to the Island. This focus is a "rising tide" effort that positively impacts all sectors of the local economy, directly or indirectly tied to tourism.

We work with lodging, restaurants, event and outdoor/sports partners to develop and implement feeder market initiatives and programs. Collaboration breeds efficiency and success, and our organization operates under a broad tent to ensure the sustainability and measurable impact of the programs outlined in this grant.

7. Additional comments. *(250 words or less)*

C. FUNDING:

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

The Hilton Head Island Visitor & Convention Bureau (VCB) is a division of the Hilton Head Island-Bluffton Chamber of Commerce. VCB revenues are funded separately, and VCB expenses are managed and line item accounted for separately from the Chamber budget, clearly defined within our internal financial reports and independent audit reports. The VCB is funded from five primary sources:

- Private sector marketing funds
- South Carolina Destination Specific Tourism match grant funds
- Town of Hilton Head Island DMO and grant funds

- Town of Bluffton DMO
- Beaufort County DMO

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

<u>62%</u>	Government Sources	<u>30%</u>	Private Contributions, Donations and Grants
0%	Corporate Support, Sponsors	<u>8%</u>	Membership, Dues, Subscriptions
<u>0%</u>	Ticket Sales, or Sales and Services	<u>0%</u>	Other

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

Yes X No

If so, please list top 3 sources and amounts.

South Carolina Destination Specific Grant (SCPRT)	\$1,250,000.00
Bluffton DMO Funding	\$482,459.00
Beaufort County DMO Funds	\$363,072.00

D. FINANCIAL INFORMATION:

Fiscal Year Disclosure: Start Month: JULY End Month: JUNE

Financial Statement Requirements:

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

Budget Years Provided:

FY22-23 HHI VCB Budget

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

Profit and Loss Years Provided:

June 2021

June 2020

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

Balance Sheet Years Provided:

2020 Audit

2021 Audit

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

IRS Form 990 or 990T Years Provided:

2019

2020

2021

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	\$535,000.00	Destination Marketing
2020	\$575,000.00	Destination Marketing
2021	\$350,000.00	Destination Marketing
2022	\$530,000.00	Destination Marketing

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)

The full report of our 2022 year in review Executive Summary worksheets (one for each project/category) were submitted with this grant application. Below are highlights pulled from the reports.

Overall the performance and effectiveness of our program year-to-date and what we anticipate throughout the remainder of the year of our efforts in 2022 were extremely successful and effective in achieving our goals of ensuring tourism to Hilton Head Island.

Arts & Culture

- [Smithsonian Digital Article and Promotion](#): campaign currently in market
- Gullah Redevelopment of Website: planning and framework of website in progress, engagement with key stakeholders in the community, targeted launch late 2022

Festival & Events

Total combined efforts related to promotion of festival and events:

- Pageviews: 123,060
- Display Ad Impressions: 5,859,224
- Display Ad Clicks: 18,749
- Social Impressions: 6,059,836
- Social Engagements: 26,940
- Social Clicks: 84,056

Meetings & Groups

- Cvent
 - Leads: 279
 - RFPs awarded: 21
 - Room nights: 2,162 (approx. room revenue: \$708,626)
- HelmsBriscoe
 - Leads: 144
 - Room nights: 3,362 (approx. room revenue: \$1,083,041)

Destination Golf Marketing

- Golf rounds YTD: 329,274
- Website sessions: 174,358
- Partner referrals: 106,054

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 Visitor & Convention Bureau efforts for the 2022 Supplemental Grant Request contributed significantly to driving overnight visitation and increased tax collections to the destination. Our tactics strategically aligned and complemented our partners' efforts and initiatives to increase reach and brand awareness. Our efforts generated increased referrals and business to their organizations, festival and events, ultimately ensuring the economic impact of tourism to Hilton Head Island.

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

Our organization is one of less than 200 in the world accredited through the Destination Marketing Accreditation Program (DMAP), governed by Destination International (DI). The Visitor & Convention Bureau meets and/or exceeds the extensive DI metrics reporting standards for our overall marketing strategy.

The Economic Impact Report executed by the Office of Tourism Analysis at the College of Charleston allows us to compile data from a multitude of sources to aggregate metrics on our overall performance annually.

In addition to the Economic Impact Report, for the supplemental grant performance, we also evaluate previous year campaigns to adjust and modify where necessary. We work with our partners to understand their goals and where we can best integrate and complement their promotional efforts.

Signature: Ariana Pernice

Title/Position: Vice President, Hilton Head Island Visitor & Convention Bureau

Mailing Address: P.O Box 5647, Hilton Head Island, SC 29938

Email Address: apernice@hiltonheadisland.org

Office Phone Number: 843-341-8366

Home Phone Number:

ARTS & CULTURE PROMOTION

TOPIC	THE PLAN	TOTAL BUDGET	ACTUAL SPENT	REMAINING FUNDS	RESULTS
Smithsonian Media Buy	As part of our promotion, we developed a marketing campaign in partnership with Smithsonian to focus on fall events and experiences to the destination.	\$ 50,000.00	\$ 40,000.00	\$ 10,000.00	<ul style="list-style-type: none"> - Custom Native Article created by Smithsonian driving traffic to our destination website and partners - Banner ads, billboard and social promotion driving to the native article - Video promotion on website - Standard banner ads throughout website - Newsletter takeover *Note: Results will be available upon completion of the program in November
Gullah Website Redevelopment	In partnership with several of our local organizations, we are redeveloping the Gullah website including new look and feel and content overhaul with new creative.	\$ 20,000.00	\$ 10,000.00	\$ 10,000.00	<ul style="list-style-type: none"> - Planning and framework of website in progress - Key stakeholders within the community engagement for feedback - Survey prepared to be sent to a focus group of community stakeholders for input and feedback to incorporate into the new website - Website is scheduled to go live in FY23 Q2
Video/Photo Capture	To support redevelopment of the Gullah website and promoting the rich Gullah culture on Hilton Head Island, we are working with our partners to capture video and imagery to use within the website and across our print and digital assets. Our focus will be on authentic storytelling and preserving and documenting the history of the Gullah culture.	\$ 6,000.00	\$ -	\$ 6,000.00	<ul style="list-style-type: none"> - Working with our local videographer/photographer to schedule fall shoots for capturing content to utilize on the website and throughout digital assets
Promotion of Arts & Cultural Video	In partnership with the Town of Hilton Head Island Office of Cultural Affairs, we developed a dedicated video promoting the island's art and culture in a way that inspires a traveler to visit. The cultural branding piece lives on our destination website and is utilized to help promote Crescendo and fall and winter travel. This campaign will be active August - December and distributed via a targeted marketing campaign primarily through digital channels and social media with a focus on drive-time markets including Atlanta, Charlotte, Columbia, and Greenville.	\$ 24,000.00	\$ -	\$ 24,000.00	<ul style="list-style-type: none"> - Promotion of the arts and culture video is part of our fall/winter strategy to drive traffic during this key timeframe with an emphasis on Crescendo - The campaign will use existing assets and will begin in August and continue through December
TOTAL		\$ 100,000.00	\$ 50,000.00	\$ 50,000.00	

FESTIVAL & EVENTS

TOPIC	THE PLAN	TOTAL BUDGET	ACTUAL SPENT	REMAINING FUNDS	RESULTS
<p>2022 Marquee Events and Partners (inclusive but not limited to)</p> <ul style="list-style-type: none"> - Chamber Restaurant Week - The Gullah Celebration - Hilton Head Island Seafood Festival - Darius Rucker Collegiate Golf Tournament - International Piano Competition - HHI Wine & Food Festival - Juneteenth - Crescendo - Concours d' Elegance - Oyster Festival - Rock N Ribs 	<p>The Visitor & Convention Bureau has made a consistent effort to partner with the Island's marquee events and in partnership implement a marketing campaign that helps add additional brand exposure in identified out-markets.</p> <p>The strategy focuses on marketing fall, winter and early spring travel. The plan, depending on the event, includes a combination of the following: website landing page development, Search Engine Marketing (SEM), Google Display ads, paid social media, enewsletters, media buys and public relations.</p>	\$ 70,000.00	\$ 40,712.65	\$ 29,287.35	<p>Highlight Results for 2022 YTD:</p> <p>Chamber Restaurant Week Impressions: 724K, Engagements: 4.7K, Link Clicks: 6.4K</p> <p>Gullah Celebration Impressions: 1.9M, Engagements: 1.9K, Link Clicks: 21K</p> <p>Hilton Head Island Seafood Festival Impressions: 2.4M, Engagements: 5.6K, Link Clicks: 17K</p> <p>Darius Rucker Intercollegiate Golf Tournament Impressions: 355K, Engagements: 1.9K, Link Clicks: 4.5K</p> <p>Hilton Head Island Wine & Food Festival Impressions: 5.6M, Engagements: 4.8K Link Clicks: 25.7K</p> <p>Hilton Head Island International Piano Competition Social Impressions: 277K, Engagements: 1K, Link Clicks: 3K</p> <p>Juneteenth Social Impressions: 640K, Social Engagements: 6.9K, Link Clicks: 25K</p> <p>For results specific to each event, please reference the Festivals and Events Wrap Up Reports PDF submitted with grant application.</p> <p>*Note remaining funds will be spent against through December 31st, 2022 with fall and winter events.</p>
TOTAL		\$ 70,000.00	\$ 40,712.65	\$ 29,287.35	

MEETINGS AND GROUPS

TOPIC	THE PLAN	TOTAL BUDGET	ACTUAL SPENT	REMAINING FUNDS	RESULTS
Cvent RFP Generation Program	4 Diamond marketing package that includes: - destination guide fee - advertisements - email newsletter - integration in Cvent SpeedRFP.com program	\$ 38,124.63	\$ 38,124.63	\$ -	<i>Results for 2022 year to date:</i> - 279 leads received from Cvent - 21 RFP's awarded - 2,162 room nights (approx. \$708,626 in room revenue)
HelmsBriscoe (HB) (largest third party meeting planning company)	Valued Plus Partner Status which includes - custom profile on HB intranet - custom profile on HB InSite - list destination promotions on HB promotion site (up to 4 times per year) - destination featured in HB Partner Buzz enewsletter (up to 3 times per year)	\$ 10,000.00	\$ 10,000.00	\$ -	<i>Results for 2022 year to date:</i> - 144 leads received - 3,362 potential room nights (approx. \$1,083,041 in room revenue)
SDR	SDR comprehensive lead prospecting and generating program which includes: SDR's email and call platform that identifies prospective meeting and group business for the Island, along with the utilization of the SDR internal database.	\$ 12,300.00	\$ 12,300.00	\$ -	This program will run from September 1, 2022 through December, 31, 2022. SDR estimates to generate 2000 future room nights (approx. \$482,000 in room revenue)
Digital Promotion	With the launch of the new meetings and weddings websites in FY23 Q2, we will promote visitation to the website through targeted display and social ads and boosted posts for meetings, weddings and event planners.	\$ 9,575.37	\$ -	\$ 9,575.37	This effort will go live once the new website is live in FY23 Q2. We will utilize Facebook's audience of targeted event, meeting and wedding planners for engagement/conversions. Facebook has over 491,000 using the hashtag "#weddingplanner", 417,000 using the hashtag "#eventplanner", and 5,900 using "#meetingplanner".
Northstar Meetings Group	* One week (5) Instagram placements on MeetingNews * 5 -10 posts with captions on Northstar's Instagram profiles: @meetings.conventions, @successfulmeetings, and @incentive.mag * Each post will feature a hotel, meeting venue, or local business	\$ 5,000.00		\$ 5,000.00	Northstar Meetings' Instagram has a following of 7,422 meeting planners. Based on Northstar's average metrics, we can predict and estimated 43,000 impressions.

MEETINGS AND GROUPS

TOPIC	THE PLAN	TOTAL BUDGET	ACTUAL SPENT	REMAINING FUNDS	RESULTS
Connect - BizBash	Advertisments with Biz-Bash will include: * Full page print ad * 400,000 On-site impressions * 500,000 Off-site impressions * Social posts of Connects Instagram, Facebook, LinkedIn, and Twitter * BizBash Buzz Destination Spotlight	\$ 25,000.00		\$ 25,000.00	This campaign will run from September, 2022 - Decemeber 2022. BizBash has 65,400 followers on Instagram, 58,537 page likes on Facebook, 30,400 followers on LinkedIn, and 48,900 followers on Twitter. In addition, we are guaranteed to receive 400,000 on-site impressions and 500,000 off-site impressions.
TOTAL		\$ 100,000.00	\$ 60,424.63	\$ 39,575.37	

DESTINATION GOLF MARKETING

		BUDGET	2022 TOWN OF HHI ATAX GRANT BUDGET	LGCOA BUDGET	ACTUAL SPENT	REMAINING FUNDS	RESULTS
TOPIC	THE PLAN						
Golf- Specific Print & Digital Promotions	Continued our partnership with state golf associations to run print and digital programs to reach their combined 650k+ members. Also, partnered with other regional golf media and strong online golf travel websites to tell the HHI golf vacation story to high income/very avid golfers who travel frequently. This program also includes dedicated and feature partner email marketing campaigns targeting our in-house email database of 40,000 engaged golf travelers with seasonal golf vacation offers, area news, golf updates and video content.	\$ 197,500.00	\$ 155,000.00	\$ 42,500.00	\$ 133,500.00	\$ 64,000.00	Digital campaigns that ran for Spring, as well as those currently running include: Email Marketing to Database of 40k opt-in subscribers, Print/Digital/Email Blast Combo Campaigns with Golf Georgia, MetGolfer (NY/NJ), Links Magazine, Virginia Golfer, NJ Golfer, Northeast Golf, Massachusetts Golf, Carolinas Golf, Palmetto Golfer, Chicago District Golfer, Maryland Golf, Michigan Golf Journal, GolfWeek, Golfing Magazine and GolfStayandPlays.com. These partnerships provide tremendous value and reach to high income, traveling golfers. We have also been able to tap into golfer databases totaling more than 1.5 million. Through July 2022, Email as a source has increased its partner referrals contributions the most at +166% YoY. The remaining budget will be billed monthly Sept - Dec. 2022. We can provide a detailed report by all digital media, if requested. All print campaigns are very striking and driving top of mind awareness through consistent frequency using the extremely affordable state golf association publications. These partnerships have also created interest for additional content to be written about our unique golf vacation experience.
Search and Social Media Marketing	This program includes Google Search Marketing (PPC) advertising, as well as targeted social media ads across Facebook and Instagram.	\$ 76,000.00	\$ 76,000.00	\$ -	\$ 40,673.59	\$ 35,326.41	The geo-targeted search marketing and social media advertising campaigns continue to produce strong results. The paid search channel this year continues to improve each month and is the second highest conversion channel with 30% more conversions than 2021. Through July 2022, this paid effort has the second highest partner referral contribution with a 63.8% increase YoY. These conversions lead to golf trip quote requests for our partners and outbound links to their websites for booking of trips and tee times.
Broadcast TV Commercials	Prime time :30 commercials on Golf Channel 6pm-11pm during popular tournament weeks to further tell the HHI golf vacation story and keep our brand top of mind amongst avid, high-income golfers.	\$ 30,000.00	\$ 10,000.00	\$ 20,000.00	\$ 15,000.00	\$ 15,000.00	Regional Golf Channel :30 commercial spot buys in our target drive markets of Charlotte, Raleigh, Greensboro/High Point/Winston-Salem (NC) Richmond, Nashville, Knoxville, Atlanta, Augusta and DC. Commercials run heavy during peak travel planning months. Commercials have been aired during high profile PGA TOUR events and major championships. Spots typically air during Thursday/Friday tournament coverage on Golf Channel and during evening re-air coverage and golf news coverage from 6pm-11pm. We have a fall and winter campaign that will be airing September beginning with The Presidents Cup and running through December to exhaust the remaining budget. This expanded campaign will include testing connected TV for those watching Golf Channel on streaming devices.
Direct Marketing	Hilton Head Island Golf Vacation Planning Guide needed to stay in touch with our in-house mailing database, as well as fulfillment needs from direct requests to the VCB.	\$ 20,000.00	\$ 5,000.00	\$ 15,000.00	\$ -	\$ 20,000.00	Cost to design, print and distribute a 62-page Golf Vacation Planner in Q4. Distribution will be through our in-house direct mail list and fulfillment of direct requests to the VCB for golf information. The full expense of \$20,000 will hit October through December 2022 as this project starts in early October.
State Golf Association Member Events/Other Events	Partner with state golf associations to promote and host annual member trips to Hilton Head Island.	\$ 10,000.00	\$ 10,000.00	\$ -	\$ -	\$ 10,000.00	COVID-19 continued to create issues for our state golf association partners looking to bring member golf trips to Hilton Head Island in 2022. On a positive note however, the Massachusetts State Golf Association and the Virginia State Golf Association are entertaining member golf trips to Hilton Head Island for 2023. They are in the process of discussing with their teams timing, group sizes and potential costs. With no golf trips in 2022, these funds are being used to enhance some of our top performing digital campaigns, as well as creating additional video content for our social media channels using beautiful drone video shot by local videographer, Rob Tipton.
Golf Agency Support & Creative	Marketing fulfillment firm that manages every aspect of the marketing plan, execution of strategies, creative development and reporting.	\$ 32,500.00	\$ -	\$ 32,500.00	\$ 20,000.00	\$ 12,500.00	Marketing planning & execution costs and creative services provided through August 2022. Balance of budget billed monthly August through December 2022. This relationship has delivered far greater value than expense through expertise advice, management of the marketing spend, greater exposure throughout all media relationships and continued strong results in all aspects of the golf tourism marketing effort.

Inquiry Fulfillment	Fulfillment and postage costs for direct golf planner inquiries to the VCB	\$ 4,000.00	\$ 4,000.00	\$ -	\$ 1,957.37	\$ 2,042.63	Fulfillment costs of mailing a golf vacation planner to direct inquiries. Balance of budget to be billed monthly August through December 2022. This is tracking under budget and any remaining funds will be redirected to our successful digital and print campaigns.
Total		\$ 370,000.00	\$ 260,000.00	\$ 110,000.00	\$ 211,130.96	\$ 158,869.04	

B. DESCRIPTION OF OPERATIONS

Question #2: Describe in detail how the requested grant funding would be used?

1. Arts and Culture

In partnership with the Town of Hilton Head Island's Culture HHI, we are dedicated to promoting the Island's unique arts and culture in a way that can inspire a traveler to visit. With some of the finest art galleries, live music venues, and dance and theater productions happening year-round, Hilton Head Island's arts and culture scene is second to none.

Strategy: Our efforts will touch several platforms including promotion through the destination assets, website, social and display as well as a media buy opportunity with Smithsonian. This opportunity will continue to build awareness around the robust arts and culture experiences the destination has to offer.

Execution:

- Dedicated digital campaign driving traffic and referrals to the arts and culture section of HiltonHeadIsland.org, promoting our partners within this segment and utilizing the video created in partnership with Culture HHI.

BUDGET:

\$20,000

- Development of a dedicated campaign for driving awareness and engagement to the newly designed Gullah website and a continuation of capturing content to populate on the website.

BUDGET:

\$30,000

- Media partnership with Smithsonian for a spring buy; this will be a continuation of our fall 2022 efforts and great synergy with Coastal Discovery Museum being a Smithsonian affiliate as well as with the Town and all the initiatives with Culture HHI and the Historic Mitchelville Freedom Park. Opportunities could include print and digital with custom native content.

Audience demographics for Smithsonian:

Print

- Total Audience: 6M+
- Male: 51%, Female: 49%
- Median HHI: \$87,522
- Median Age: 60
- College Educated: 85%

Digital

- Unique Visitors: 10.9M+
- Female: 54%, Male: 46%
- Age 25-44: 43%, Age 45-64: 32%

BUDGET:

\$50,000

TOTAL ARTS & CULTURAL PROMOTION REQUEST:

\$100,000

2. Festival & Events Promotion

Hilton Head Island is an amazing destination 365 days a year. There is an experience to be had during every season, from classic cars and vintage aircraft, to music performances and oyster roasts.

2023 Marquee Events and Partners (*inclusive but not limited to*):

- Gullah Celebration
- Seafood Festival
- Wine & Food Festival
- International Piano Competition
- RBC Heritage Presented by Boeing
- Juneteenth Celebration
- Pedal Hilton Head Island
- Gullah Food Festival
- Crescendo
- Concours d'Elegance & Motoring Festival
- Island Rec Center Marquee Events
- Coastal Discovery Museum
- Gullah Museum
- Arts Center of Coastal Carolina

Strategy: To grow our marketing initiative for travel during key timeframes, we will highlight partner events that drive overnight visitation. We will focus efforts on our drive and short-haul fly markets. Our goal will be to leverage the strength of our brand and support our partners through a holistic, multi-platform approach that reaches their desired demographic with key message points.

Media Execution: Includes individualized strategic marketing campaigns created for each partner using our assets and media partnerships. Examples of campaign deliverables include:

- Website
 - Dedicated landing page(s) where appropriate
 - Review/refresh imagery and video content, including capturing new if available
- Search Engine Marketing (SEM)
 - SEM, dedicated campaign to promote and drive qualified traffic
 - Keyword initiative to strengthen terms associated with our partners
- Display
 - Creation of assets, co-branded
 - Focus on affinity audiences, in-market audiences and demographic targeting
- Paid Social Media (*complement to our organic social media*)
 - Target geographic, demographic, interest, behavioral and remarketing
 - Festival and event specific imagery and video
 - Sweepstakes and contests enticing travel during this timeframe (*if applicable*)

- Targeted Media Buys
 - Print and/or digital media buys with publications that speak to the breadth of consumers we attract, e.g. *Southern Living*, *Condé Nast Traveler*, *Garden & Gun*, etc.

TOTAL FESTIVAL AND EVENTS REQUEST: **\$100,000**

3. Historical Heritage Tourism

Historical heritage tourism, defined by the National Trust for Historic Preservation, is “traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present”. Going back as far as 8000 BC, Hilton Head Island has played a part in charting significant milestones throughout this country and the world's history.

Strategy: As we look to further establish the destination as a place for heritage travel we will work alongside the community to gather assets, collecting the rich history it holds and documenting it through various touchpoints for visitors to explore.

We will also engage our partners within the community and tour operators to document and preserve the rich history of the island through storytelling for generations to come.

Execution: Currently Hilton Head Island hosts over 30 sites with visible locations or remnants. We will start with these points of interest and work closely with the organization and/ or owner/ manager of these sites to ensure historical accuracy. Below are the tactics for our plan.

- Collaborate with partners to capture content, video and imagery for promotion on the destination’s assets as well as for our partners to use for their assets
- Build robust itineraries and offerings for visitors to explore and connect deeper to the island through its rich history
- Develop a dedicated digital campaign to promote new content captured

TOTAL HISTORICAL HERITAGE TOURISM PROMOTION REQUEST: **\$75,000**

4. Wellness Tourism

Wellness tourism is defined as travel associated with the pursuit of maintaining or enhancing one’s personal well-being. The travel industry has seen several iterations of wellness travel over the years including retreats and bleisure (business and leisure travel) across all segments of travel. As we

continue to recover post pandemic, travelers are once again seeking wellness but this time for a deeper connection with others and the places they chose to visit.

The [Global Wellness Economy Report](#) states that as an industry, the global wellness economy is estimated at \$4.4 trillion as of 2020, this is accounting for the disruption of COVID-19. As a segment wellness tourism travel contributes nearly \$438 billion to this industry. Recent trend reports show a forecast for wellness tourism at an annual growth rate of 21% from 2020 - 2025. And the recent [2021 AMEX Trendex Report](#) found that 76% of survey participants said, "they want to spend more on travel to improve their well-being," and 55%, "would be willing to pay extra for wellness activities on future vacations."

As you look deeper into the definition you will find that today's traveler is seeking more. They are seeking a new way, a reset and a place to do it in. Hilton Head Island's foundation speaks to this reset. From our serene beaches to our over sixty-miles of leisure pathways, rich foliage and abundant wildlife, our destination offers visitors the opportunity to relax, reconnect and rejuvenate. When you are on Hilton Head Island, your senses are immersed and you feel a sense of a place.

Strategy: We will build upon our strong foundation as a wellness destination and work closely with our community partners in the following areas.

- *Community Engagement:* Visitors' focus has shifted to engaging in authentic, ethical interactions with communities they are exploring which includes learning about and participating in local activities and events.
- *Digital Detox:* With a renewed appreciation for the experience of being mindful and fully soaking in a destination, people are consciously putting some distance between themselves and their digital devices while on vacation. Imagine your next vacation not taking a picture with your phone but rather fully committing to the moment and gathering a "mental picture" that you can recall for years to come - travel is moving to this space.
- *Nature Immersion:* After enduring prolonged stay-at-home orders and almost two years of spending an inordinate amount of time in front of televisions and computer screens, more people are viewing outdoor escapes as a privilege to be pursued. And, appreciating the healing power of nature in re-balancing mind, body and spirit. Travelers are purposefully incorporating open-air activities into their trips—whether that's bird watching, forest bathing, stargazing, camping or glamping, or water sports, fishing, biking, hiking or nature tours.
- *Sustainable Travel:* This trend ties into the travelers' growing desire to engage more closely with the community, heritage, customs and cuisine in destinations they are visiting.
- *Work-free Escapes:* People are increasingly looking to "switch off" from work mode completely in order to fully immerse themselves in their vacation, and enjoy some worry-free rest and relaxation. According to Booking.com, one of the fastest growing trends out of the wellness travel segment is the rise in people wanting to take back control to re-establish a healthy work-life balance. Time itself will be strictly work-free for three-quarters of travelers (73%) per [Booking.com recent trend report](#).

Execution: [HiltonHeadIsland.org](https://www.HiltonHeadIsland.org) and our digital assets offer the first touchpoint for travelers to engage with our destination. We will utilize these platforms for promotion including:

- Refresh and capture new content to utilize across our platforms
- Develop a campaign focused on the key areas mentioned in the strategy. Details would include promotion across website, digital and social
- Build out wellness itineraries and programs that will drive overnight visitation, e.g. wellness retreat

TOTAL WELLNESS TOURISM PROMOTION REQUEST: \$75,000

5. Meetings & Group

The demand for group travel continues to be on the rebound post-pandemic. With many protocols for meetings and groups lifted in 2022, the destination has experienced an increase in business opportunities with corporate, association and specialty groups.

By leveraging our partnerships with third party organizations specific to the meetings and group industry, we are able to build awareness and increase group business demand for the destination. We are able to capitalize on existing platforms to further tell our story of why Hilton Head Island is the perfect location for meetings and events, reinforce relationships and reach new buyers for future events and gatherings.

Consistency with the following programs support the overall meetings and group strategy:

Cvent, Inc. Annual Marketing Campaign

Cvent, Inc. is the leading event management platform and offers software solutions to event planners for destination and venue selection. Cvent provides Visitor & Convention Bureaus (VCBs) with an integrated platform, enabling destinations to increase business demand through targeted advertising and improve conversion with planners throughout the Cvent platform.

Strategy: Cvent recognizes the value that VCBs add to the site selection and sourcing process. It is their goal to help educate their planners about the incredible services and resources that VCBs provide. Cvent strives to promote VCBs as one of the best first points of contact to help in finding the ideal venue for any type of event.

Execution: Our partnership will include a year-round marketing campaign promoting awareness of Hilton Head Island on the Cvent platform which has over 150,000 active planner users. Highlights of our 4 Diamond level package include:

- Annual destination guide fee to be listed within the platform
- Upgraded, more prominent advertising throughout the Cvent network
- Featured article about the destination in the Cvent newsletter
- Competitive marketing ads to planners sourcing similar destinations
- Retargeted Google display ads to those searching for competitive markets and/or who have shown interest in our destination

BUDGET:

\$40,000

HelmsBriscoe (HB) Annual Marketing Campaign

As one of the global leaders in the meeting procurement space, HelmsBriscoe leverages the experiences of their associates in more than 55 countries to deliver world-class solutions. The sheer volume of room nights booked and the collective insights shared between their seasoned associates is beyond comparison.

Strategy: Partner with HelmsBriscoe to increase awareness and bookings for the destination within the HelmsBriscoe worldwide network.

Execution: The destination partnership program will allow us to have a consistent presence on the HelmsBriscoe platform to promote awareness and bookings for Hilton Head Island. Highlights of this program include:

- Custom profile on HelmsBriscoe intranet and website
- Ability to list special needs periods and value offerings within HelmsBriscoe throughout the year
- Feature on the destination in the HelmsBriscoe partner buzz enewsletter
- Access to HelmsBriscoe's destination production analytics

BUDGET:

\$10,000

NorthStar Meetings Group

NorthstarMeetingsGroup.com is a premier online platform for business and sports event organizers, planners and incentive program professionals across all sectors – corporate, association, third-party organizations/agencies, SMERF (social, military, education, religious and fraternal meetings) – providing critical news analysis and research, practical strategies, creative solutions and sourcing services.

Strategy: Leverage Northstar Meetings through their digital platform and lead prospecting efforts and resources to build awareness and generate group bookings to the destination.

Execution: Integrate within the Northstar Meetings platform primarily through digital and lead generation programs. Highlights of the partnership include:

- Five day Instagram takeover on the MeetingsNews channels, each post will feature the destination, a hotel and/or meeting venue space
- Lead prospecting and generation program facilitated with business and sports-event planners and incentive professionals
- Targeted email campaign to the Northstar meeting planners database

BUDGET: \$25,000

Connect - BizBash

BizBash is an affiliate of Connect Meetings. It serves as a resource for event and meeting professionals for venue and supplier discovery. BizBash hosts in-person events, a monthly podcast, and deploys a weekly newsletter, and bi-annual magazine.

Strategy: Develop a partnership that can grow and evolve based on performance with Connect - BizBash to reach their audience segment.

Execution: Media buy integration that includes guaranteed performance. Highlights of the program include:

- Full page print ad in Connect publication with distribution to 50K targeted meeting planners
- 400,000 guaranteed on-site impressions to qualified meeting planners
- 500,000 guaranteed off-site impressions to qualified meeting planners
- Social posts on Connect's Instagram, Facebook, LinkedIn, and Twitter platforms
- BizBash Buzz Destination Spotlight

BUDGET: \$25,000

TOTAL MEETINGS & GROUP REQUEST: \$100,000

6. Destination Golf Marketing

2022 marked the 11th year of our golf tourism marketing effort, in partnership with Island golf resorts and courses, to continue broadening overall awareness and selling Hilton Head Island's unique stay and play golf vacation experience. The highly effective, geo-targeted marketing program zeroes in on the states that continue producing the greatest amounts of golf travelers. A 2022 internal survey found the majority of travelers are willing to drive 10+ hours for an amazing golf vacation experience, which aligns perfectly with where we have been concentrating our efforts. We also continue marketing the ease of air travel to Hilton Head Island in cities offering direct flights to our area. Heading into our 12th year, we are confident the strategies, tactics and media partners being used are reaching the ideal traveling golfer for the Island - high income earner (\$150k+) seeking a first-class vacation experience. These vacationers not only stay and play multiple days, they spend significant money on dining, shopping and other Island activities.

The primary objective of our golf tourism marketing effort is to drive greater and more qualified visitor traffic to our golf microsite, HiltonHeadGolfIsland.com and to inform them all about Hilton Head Island golf and seasonal travel promotions. Once on the site our strategy is to drive revenue opportunities to the golf course and resort partners through golf vacation quote requests completed by site visitors and sending quality outbound link traffic to their respective websites. These requests result in golf vacations booked, as well as tee time reservations for our partners.

2021 was a record year for the golf microsite due to the overall increase in golf travel patterns coupled with having additional Covid relief marketing funds for golf tourism to help expand awareness. As more destinations return to normal post-pandemic and the market is increasingly more competitive, along with the decrease in Covid funding, we have seen some softening in our website traffic and conversions. However, in comparing YTD through July 31st against the same period in 2019 (pre-pandemic) the numbers continue to be off-the-charts, thus proving our golf tourism marketing efforts are working extremely well.

Website Results YTD through July 31, 2022

- 174,358 total website sessions
- 318,644 pageviews
- 106,054 total partner referrals (outbound links to their websites)
- 1839 total golf vacation quote submits
- 1251 phone clicks to partners

Golf Rounds and Revenue in 2022

The increase in golfer participation and rounds played across the country throughout the pandemic continued to be very strong into 2022. Golf on Hilton Head Island has been no different. With rounds played on the Island holding steady compared to the record-breaking year in 2021 and partners capitalizing on increased rates for vacation play, both golf revenues and accommodations taxes collected continue to see impressive growth.

A deeper dive into the numbers to compare rounds played YTD through July 2022 against the same period in 2019 (pre-pandemic), revealed our area is still enjoying significant play on our courses.

Through July 2022, 329,274 rounds of golf have been played on our 12 on-island golf course partners.

Through July 2022, 259,811 rounds have been played by the big three – Sea Pines Resort, Palmetto Dunes Oceanfront Resort and Heritage Golf.

Golf Tourism is Vital to Hilton Head Island and the State of South Carolina

A report titled [Economic Impact of Golf in South Carolina](#) was released in April 2022. This report was produced by the South Carolina Department of Parks, Recreation and Tourism with the support of the South Carolina Golf Course Owners Association, an affiliate of the National Golf Course Owners Association.

Overall Economic Impact

In 2021, golf courses and the off-course expenditures of visiting golfers had a total economic impact (direct, indirect and induced) in South Carolina of:

- \$3.3 billion in output or sales
- 37,959 jobs
- \$1.5 billion in wages and income
- \$370 million in federal, state and local taxes. Green fees and club membership dues generated \$18.3 million in admissions tax revenue alone, accounting for 44% of state admissions tax collections
- 65 cents of every dollar in direct output were re-spent in the state's economy

According to the Omnitrak national survey Travels America, **approximately 6% of all domestic trips (around 759,000 travel parties) to South Carolina include playing golf.** The average length of stay on golf trips is around four nights with hotels being the preferred lodging (45%), followed by time shares (16%). In addition to golfing, they enjoy the beaches, shopping, fine dining, sightseeing, historic attractions and museums. Trips to South Carolina that include golf occur most frequently in spring (29%), followed by summer (35%), fall (30%), and winter (6%).

The full [Economic Impact of Golf in South Carolina](#) can be referenced here and was also submitted as an attachment.

Furthermore, Golf and Hilton Head Island Go Hand in Hand

#1 - Golf is the #2 driver of revenue to the local economy

#2 - Hilton Head Island draws vacationing golfers 365 days a year

#3 - Multi-night stays (4 days, 3 nights and 3 rounds) are the norm for golf vacations which increases accommodations taxes for the Town

#4 - Golf vacationers are big for the Island's small businesses - every dollar spent by golf vacationers, \$1.29 is put back into the Beaufort County economy

#5 - Golf is responsible for 55.6% of all tourism-related jobs in Beaufort County. 7,087 direct and indirect jobs are a result of tourism on Hilton Head Island

Profile of the Vacationing Golfer:

- Travels to Hilton Head Island 365 days a year to play golf
- Spend nearly 17% more dollars than an average non-golfing tourist
- Play our golf courses
- Book our hotels/homes & villas
- Dine at our restaurants
- Spend money in our retail stores
- Purchase real estate

Growing Revenue for Hilton Head Island in 2023

Taking what we have learned from past marketing successes, all marketing strategies and golf media partners are heavily weighted toward the affluent golf traveler and their online vacation research and planning habits. Our primary goal of the 2023 golf marketing effort is always to increase stay and play golf vacation business to serve both golf, accommodations and local businesses. Our golf tourism marketing campaigns have proven very successful the past 11 years and we look to continue building upon the many gains. It is very important to note that our partner golf courses and resorts continue to drive significant revenue from the traffic being sent to them from [HiltonHeadGolfIsland.com](https://www.HiltonHeadGolfIsland.com) stating the links, quote requests and phone calls convert through stay and play bookings, as well as tee time bookings. They will tell you the traffic and leads sent their way are critical.

To accomplish this goal, our marketing objectives will focus on the following:

- Driving increased and more qualified traffic to [HiltonHeadGolfIsland.com](https://www.HiltonHeadGolfIsland.com) to interact online with our golf destination experience through strong digital and print marketing, social media and direct marketing efforts.
- Encouraging website visitors to visit the websites of the Island's courses and resorts through highly visible outbound links, seasonal golf package promotions and other specific calls-to-action.
- Driving website visitors to either complete an online golf vacation quote request or call the sales departments of our partner courses and resorts directly, all to grow stay and play golf vacation business in the shoulder seasons of spring and fall, as well in our winter months.

- Increasing the size of both our email and direct marketing databases through contest entries, requests for more information, golf package requests, Hilton Head Insider registrations and other digital promotions.
- Partnering with regional state golf associations to reach their avid, high-income, traveling members through print and digital marketing opportunities. In addition, we will work with several of them to host an annual member trip to Hilton Head Island.
- Leveraging the power of The Golf Channel through :30 commercials to showcase the Hilton Head Island golf brand amongst other competing destinations, targeting the out-of-market, high-income golfer who loves to travel.
- Highlighting our prominent golf destination in our direct fly markets through the promotion of our “from the runway to the fairway” concept to air travelers.

2023 Golf Tourism Marketing Program

To continue the momentum gained over the past 11 years with golf tourism, the Visitor & Convention Bureau in partnership with the Lowcountry Golf Course Owners Association (LGCOA) proposes the following golf tourism marketing program for 2023:

GOLF-SPECIFIC DIGITAL PROMOTIONS: Comprehensive and deeply targeted 12 month promotion for HiltonHeadGolfIsland.com, including:

- Paid Search Engine Marketing - golf and travel keyword search campaign utilizing text, video and display ad programs, targeting both desktop and mobile users
- Retargeting digital advertising campaigns to improve brand awareness
- Email marketing campaigns leveraging a strong in-house database; includes design, deployment, tracking and reporting
- Dedicated email campaigns through regional golf publication/online golf partnerships
- Digital advertising with state golf associations like: Georgia, North Carolina, South Carolina, Maryland, Virginia, Tennessee, New York, New Jersey, Ohio, Pennsylvania and Massachusetts
- Social media content and social advertising campaigns (Facebook and Instagram) utilizing text and video
- Search engine optimization (SEO) for top organic rankings
- Ongoing website content updates
- New video content production to use throughout the above marketing tactics
- Content creation and targeted delivery of content through other strategic online golf marketing partnerships
- Real-time analytics and measurement reporting dashboard tracking all conversions

BUDGET:

\$190,000

BROADCAST TV SPOT MARKET CAMPAIGN: Golf Channel Commercial Campaign targeting both cable TV subscribers and connected TV (streaming) subscribers that will feature :30 television spots

in select markets, including markets with direct flights. Spots will air during key PGA TOUR events January through April, all major golf championships (The Masters, US Open, British Open and PGA Championship), the FedEx Cup playoffs and the Ryder Cup. Cost also includes the production of seasonal commercials.

BUDGET: \$40,000

DIRECT MARKETING PROMOTIONS: Design, print, production and fulfillment of a 62-page Hilton Head Island Golf Vacation Planner to be used for the following: 1) Mailings to our in-house customer database, as well as targeted lists of avid golfers in key drive and feeder markets in the US, and 2) Planners will also be distributed through direct requests made to the Visitor & Convention Bureau for golf information.

BUDGET: \$18,000

GOLF-SPECIFIC PRINT AND DIGITAL MAGAZINE ADVERTISING: Select regional golf print/digital media, as well as state golf association print/digital media will be used to deliver messaging to high-income, golf travel enthusiasts. These partnerships will also provide content opportunities and other digital programs to further tell our story and deliver frequency of our message.

BUDGET: \$ 70,000

GOLF MARKETING AGENCY SUPPORT AND CREATIVE PRODUCTION: Includes golf marketing, media planning and placement services, as well as the execution and oversight of the entire golf marketing program by Impact Golf Marketing for 2022 - paid for by the LGCOA.

IMPACT MARKETING: \$36,000
CREATIVE DEVELOPMENT: \$ 2,000
BUDGET: \$ 38,000

GOLF EVENT MARKETING: In partnership with state golf associations, programs will be developed to market an annual member golf event on Hilton Head Island. These events will be targeting the higher income golfers from these associations to visit the Island for a unique golf vacation as a group. State Golf Association group size is estimated to be between 48-72. Resources are needed to fund additional marketing support to engage with these members and to drive event registration. In total, the state golf association partners have more than 650,000 members, the majority of which are high-income and travel for golf frequently - our sweet spot. Target associations for annual events include: Maryland, Virginia, New York, New Jersey, Pennsylvania and Massachusetts.

BUDGET: \$10,000

VISITOR INQUIRY FULFILLMENT: First Class Mail fulfillment of inquiries for golf vacation planners.

BUDGET: \$ 4,000

SOURCES FOR MARKETING DOLLARS:

REVENUES:

TOWN OF HILTON HEAD ISLAND:	\$260,000 * This Grant Request
LGCOA GOLF MARKETING BUDGET:	\$100,000
BEAUFORT COUNTY:	<u>\$ 10,000</u>
GOLF MARKETING BUDGET TOTAL:	\$370,000

TOTAL DESTINATION GOLF BUDGET:	\$260,000
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TOTAL 2023 FUNDING REQUESTED

Arts & Culture	\$100,000
Heritage Tourism	\$ 75,000
Wellness Tourism	\$ 75,000
Festival & Events	\$100,000
Meetings & Group	\$100,000
<u>Destination Golf Marketing</u>	<u>\$260,000</u>
TOTAL	\$710,000

REFERENCES

- [Global Wellness Economy Report](#)
- [AMEX Trendex Report](#)
- [Booking.com Travel Predictions 2022](#)
- [Economic Impact of Golf on South Carolina](#)

The Economic Impact of Golf In South Carolina

By

Dudley Jackson
Research Director

South Carolina Department of Parks, Recreation and Tourism

For

South Carolina Golf Course Owners Association



April 2022

ACKNOWLEDGMENTS

This report was produced by the South Carolina Department of Parks, Recreation and Tourism with the support of the South Carolina Golf Course Owners Association, an affiliate of the National Golf Course Owners Association. Terry Sedalik, State Director and Director of the Charleston Chapter, Tracy Connor, Director of the Myrtle Beach Area Chapter, Barry Fleming, Director of the Lowcountry Chapter and Dian Berry, Director of the Midlands Chapter were instrumental in soliciting the golf course owners in their regions to participate in the study.

For more information, you may contact the South Carolina Department of Parks, Recreation and Tourism at (803) 734-1051 or the South Carolina Golf Course Owners Association at (843) 722-7799.

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EXECUTIVE SUMMARY

In 1786, America's first golf course was built in Charleston, South Carolina. Today, there are over 300 hundred golf courses around the state in settings that vary from ocean views and marshes on the coast to mountain vistas in the upstate. Golf generates more income than any other single entertainment or recreation activity in South Carolina.

Economic Impact

In 2021, golf courses and the off-course expenditures of visiting golfers had a total economic impact (direct, indirect and induced) in South Carolina of:

- **\$3.3 billion in output or sales,**
- **37,959 jobs,**
- **\$1.5 billion in wages and income**
- **\$370 million in federal, state and local taxes.** Green fees and club membership dues generated **\$18.3million in admissions tax revenue alone**, accounting for 44% of state admissions tax collections.

Note: The impacts of real estate sales in golf communities and off-site purchases of golf equipment by local golfers are not included in these totals.

Golf Course Statistics

- Overall, the **average number of rounds played was 32,496** per 18-hole course in 2021. By region and type of course, the average was highest in the coastal region (38,461) and at resort courses (40,241).
- In 2021, the **average revenue from membership dues, green fees and cart fees per paid round was \$63.94.** By region and type of course, the average was highest in the coastal region (\$67.79) and at resort courses (\$172.20).

Traveling Golfers in South Carolina

- In addition to revenues collected at golf courses, travelers in South Carolina that played golf during their trip spent **\$1.1 billion** off-course at hotels, restaurants, and other retail and entertainment venues.
- The top golf destinations in the state were **Myrtle Beach** (49%), **Hilton Head Island** (31%), and **Charleston** (23%).
- The top out-of-state origin markets are North Carolina (17%), Ohio (14%), and Georgia (8%). South Carolina residents accounted for 13% of golf trips in the state.
- The **median age of golf visitors was 51** with a **median household income of \$100,000 to \$125,000.**

Methodology

In 1993, a golf course survey was developed in cooperation with the South Carolina Golf Course Owners Association to collect data on facility characteristics, rounds played, course revenues and operational expenditures. It was administered to owners of public and private golf courses around the state reporting on the previous year's performance (1992). This golf course survey has been repeated every few years with reports published in 1994, 1998, 2002, 2006, 2008, 2012, 2016, 2019 and now in 2022.

For the current report, thirty-six surveys were completed by members of the South Carolina Golf Course Owners Association, representing seventy 18-hole equivalent golf courses, reporting on 2021 performance. The sample represents 64% of the member courses in the coastal region (Myrtle Beach Area, Charleston and Lowcountry Chapters) and 50% of member courses in the non-coastal region (Midlands and Upstate Chapters). For the economic impact analysis, course revenues and expenditures were projected using sample responses in the two regions (coastal vs. non-coastal) weighted by the sample to population ratios noted in the appendix.

After 1994, data on the expenditures of traveling golfers in South Carolina was included to expand the scope of the report. From 1998 to 2006, data on traveling golfers was obtained from the Travel Industry Association of America's national travel survey *TravelScope*. Beginning with the 2008 report, data on traveling golfers was obtained from *Travels America*, a national travel survey of TNS. Beginning in 2021, data on traveling golfers was obtained from Omnitrak's *TravelTrakAmerica*. *TravelTrakAmerica* provides detailed trip expenditure data, maximizing the accuracy of the economic impact attributed to visiting golfers.

IMPLAN, an input-output analysis tool, has been used in all years to estimate the economic impact on output, jobs, income, and taxes generated. IMPLAN software and economic data is revised each year so annual estimates derived using IMPLAN may not be comparable with previous years.

Golf Course Revenues and Rounds Played

Revenues at golf facilities accrue from sales at the pro shops and restaurants/snack bars, as well as the expenditures by patrons to play a round of golf and participate in other golf related activities. Total revenues and expenditures of golf courses were analyzed in order to measure the aggregate impact of golf course operations on the state's economy.

Statewide revenues from green fees, cart fees and membership dues combined were \$637 million in 2021 and represented 71% of total revenues. Food and beverage purchases were \$119 million. Retail purchases at pro shops, including clothing and equipment, were \$86 million. Projected total revenues of South Carolina's golf facilities were estimated to be \$898 million in 2021.

Table 1
Course Revenues, CY2021

Type of Revenue	Total (\$millions)	% of Total
Green fees, cart fees, Membership dues	637	71%
Food and Beverage	119	13%
Retail / Pro Shop	86	10%
Initiation Fees	22	2%
Other (range fees, lessons/clinics, Club rentals, other)	34	4%
Total Revenues	\$898 million	100%

The average number of rounds played per 18-hole course was 32,496 in 2021. The average number of rounds played differed by region and type of course. The average was 38,461 in the coastal region versus 26,729 inlands. The average was 37,816 at public courses, 23,842 at private courses and 40,241 at resort courses.

The average revenue from green and cart fees or membership dues per paid round was \$63.94. The average was \$67.79 in the coastal area versus \$60.21 inland. The average was \$67.21 at public courses, \$172.20 at private courses and \$172.82 at resort courses.

Golf Course Operating Expenses

Statewide golf course operating expenses were projected to total \$567 million in 2021. Wages and salaries were the largest budget category and represented 43% of expenses. A break-out of these expenditures is shown in Table 2 below.

Table 2
Course Operating Expenses, CY2021

Type of Expenditure	Total (\$millions)	% of Total
Wages & Salaries	246	43%
General Administration	57	10%
Retail/Pro Shop Expenses	44	8%
Food and Beverage Expenses	38	7%
Fertilizers	31	5%
Equipment Leases	28	5%
Utilities	23	4%
Equipment Repair	21	4%
Other Expenses	18	3%
Admissions Tax	18	3%
Property Tax	17	3%
Insurance	15	3%
Marketing	7	1%
Irrigation	4	1%
Total Expenses	\$567 million	100%

Operational expenditures averaged \$1.8 million per 18-hole equivalent course, excluding capital expenditures.

Golf Course Capital Expenditures

The statewide total capital expenditures at existing golf courses were estimated at \$72 million in 2021. The average of reported capital expenditures per 18-hole equivalent course was \$238 thousand.

Visiting Golfers and Expenditures

According to the Omnitrak national survey *Travels America*, approximately 6 percent of all domestic trips (around 759,000 travel parties) to South Carolina include playing golf. The average length of stay on golf trips is around four nights with hotels being the preferred lodging (45%), followed by time shares (16%). In addition to golfing, they enjoy the beaches, shopping, fine dining, sightseeing, historic attractions and museums. Trips to South Carolina that include golf occur most frequently in spring (29%), followed by summer (35%), fall (30%), and winter (6%).

About thirteen percent of golf trips originate in-state. The top out-of-state origin markets are North Carolina (17%), Ohio (14%), Georgia (8%), Washington (6%), and Texas (6%). The typical golf visitor is a 51 year-old white male with a household income of \$100,000 to \$125,000 (based on median demographics).

Travelers in South Carolina that played golf during their trip spent **\$1.1 billion** off-course at hotels, restaurants, and other retail and entertainment venues.

For more details, see the table *U.S. Golf Trips to South Carolina* in the Appendix.

Economic Impact analysis

As an industry, golf has economic value to the state in the same way that other industries do, and in some ways that other industries do not. As is the case with similar sized manufacturing industries, golf has quantifiable impacts on the economy - creating demand for the goods and services of other businesses, creating jobs and incomes for the state's residents, and creating tax revenues for state and local governments. Furthermore, it is a major tourism draw that brings business to the hospitality industry. On the home front, it enhances the quality of life for South Carolina's residents, providing important recreational and spectator opportunities.

Direct Impacts

The direct effects from the initial revenues of golf courses and off-course expenditures by visiting golfers produced \$2.0 billion in output or sales, 29,703 jobs and \$841 million in wages and personal income.

Table 3
Direct Effect on Output, Jobs and Income

IMPLAN Codes	Sector Descriptions	Output or Sales** (\$millions)	Employment	Wages or Income (\$millions)
	Golf Courses*	898	14,098	246
507	Hotels and motels, including casino hotels	401	2,974	269
504	Other amusement and recreation industries	155	2,819	74
510	Limited-service restaurants	134	1,759	54
509	Full-service restaurants	126	1,961	65
412	Retail - Miscellaneous store retailers	101	2,146	55
418	Transit and ground passenger transportation	66	3,279	29
	All Other industries	102	666	48
	Total	\$2.0 billion	29,703	\$841 million

*Revenues, jobs and payroll are projected from courses that reported data for this study. These were treated as direct impacts and were not run through IMPLAN.

**For retail sectors, the output amounts shown are retail mark-up, not gross sales.

Indirect and Induced Effects

Expenditures associated with golf course operations did not occur in an economic vacuum. Many South Carolina industries benefited from the indirect and induced effects produced after the direct influx of \$2.0 billion dollars into the economy.

The total industrial output or economic impact of golf in the state of South Carolina was \$3.3 billion in 2021. The direct economic impact was \$2.0 billion, while indirect and induced effects added an additional \$1.3 billion. Thus, the average combined multiplier associated with the study was 1.65. That is, 65 cents of every dollar in direct output was re-spent in the state's economy.

The top recipients of the indirect and induced rounds of spending are shown in Table 4.

Table 4

Economic Impact of Golf in South Carolina

Indirect and Induced Effects on Output

IMPLAN Codes	Sector Descriptions	Output or Sales (\$millions)
447	Other real estate	147
449	Owner-occupied dwellings	75
469	Management of companies and enterprises	44
445	Insurance agencies, brokerages, and related activities	43
441	Monetary authorities and depository credit intermediation	36
444	Insurance carriers, except direct life	34
472	Employment services	32
47	Electric power transmission and distribution	29
40	Electric power generation - Fossil fuel	25
511	All other food and drinking places	24
	All Other industries	816
	Total	\$1.3 billion

Total Impacts

In 2021, the golf industry in South Carolina supported \$3.3 billion in sales, 37,959 full time jobs, and \$1.5 billion in income generated by the direct, indirect and induced effects of golf course operations and off-course expenditures of visiting golfers.

Table 5
Total Effect on Output, Jobs and Income

IMPLAN Codes	Sector Descriptions	Output or Sales (\$millions)	Employment	Wages or Income (\$millions)
	Golf Courses (Direct Only)*	898	14,098	246
507	Hotels and motels, including casino hotels	402	2,977	N/A
504	Other amusement and recreation industries	158	2,861	N/A
510	Limited-service restaurants	158	2,061	N/A
509	Full-service restaurants	151	2,335	N/A
447	Other real estate	147	782	N/A
412	Retail - Miscellaneous store retailers	106	2,240	N/A
449	Owner-occupied dwellings	75	N/A	N/A
418	Transit and ground passenger transportation	67	3,337	N/A
469	Management of companies and enterprises	44	215	N/A
445	Insurance agencies, brokerages, and related activities	43	162	N/A
	All Other Industries	1,042	6,889	N/A
	Total	\$3.3 billion	37,959	\$1.5 billion

*Revenues, jobs and payroll are projected from courses that reported data for this study. These were treated as direct impacts and were not run through IMPLAN.

Fiscal Impact

Golfers paid \$18.3 million in admissions tax to the state, accounting for 40% of total admissions tax collections in calendar year 2021.

Local, state and federal government agencies shared the benefits from the economic activity surrounding golf with combined tax revenues of \$370 million. From the impact assessment of golf course operations and off-course expenditures by visiting golfers, it was estimated that \$198 million were generated in state and local taxes, while \$172 million were paid in federal taxes.

Additional Impacts

In 2021, 27,000 people attended The RBC Heritage Golf Tournament*. The Heritage is one of only a few major sporting events held in South Carolina each year and the only recurring PGA TOUR event in the state.

In May 2021, South Carolina welcomed the PGA Championship to Kiawah with an attendance of 40,000 people**. The PGA Championship is one of the world's four major golf tournaments – with the Masters Tournament, the U.S. Open, and the Open Championship with a purse of \$12 million. According to the College of Charleston, the economic impact for the golf course and local community exceeded \$100 million.

In June 2021, similar to the RBC Heritage Golf Tournament, a little less than 30,000 people attended the Palmetto Championship in Ridgeland, SC. This event was projected to inject over \$50 million into the state's economy. The event replaced the RBC Canadian Open in 2021 due to restrictions from the COVID-19 pandemic. The event will return to Canada in 2022.

* Due to COVID-19, attendance was limited to 20% of its normal turnout.

** Due to COVID-19, attendance was limited to 10,000 spectators per day.

APPENDIX

Survey of South Carolina Golf Facility Revenues and Expenses Occurring in 2021

1. Facility location (by SC Golf Course Owners Association region)

- Myrtle Beach Area Charleston
 Lowcountry Midlands / Upstate

2. Type of facility

- Private (members and their guests only)
 Resort (golf facility affiliated with a lodging component)
 Public (at least limited access)

3. Reporting for # of holes

(You can report for multiple courses or do separate surveys by course.)

- 9 holes
 18 holes
 27 holes
 36 holes
 45 holes
 _____holes

4. Fiscal year for which you are reporting (If not reporting on calendar-year 2021, then report on most recent 12 month fiscal year)

Beginning MO/YR _____
 Ending MO/YR _____

5. Rounds played (in 18 hole equivalents) in the fiscal year reported

Daily-fee _____
 Member _____
 Complimentary _____
 Total Rounds _____

6A. Total Gross Revenues (including concessions) in the fiscal year reported

- | | |
|---|---|
| <input type="checkbox"/> Less than \$1.0 mil. | <input type="checkbox"/> \$1.0-1.999 mil. |
| <input type="checkbox"/> \$2.0-2.999 mil. | <input type="checkbox"/> \$3.0-3.999 mil. |
| <input type="checkbox"/> \$4.0-4.999 mil. | <input type="checkbox"/> \$5.0-0.999 mil. |
| <input type="checkbox"/> \$6.0-6.999 mil. | <input type="checkbox"/> \$7.0-7.999 mil. |
| <input type="checkbox"/> \$8.0-8.999 mil. | <input type="checkbox"/> \$9.0-9.999 mil. |
| <input type="checkbox"/> \$10.0-10.999 mil. | <input type="checkbox"/> \$11.0-11.999 mil. |
| <input type="checkbox"/> \$12.0-12.999 mil. | <input type="checkbox"/> \$13.0-13.999 mil. |
| <input type="checkbox"/> \$14.0-14.999 mil. | <input type="checkbox"/> \$15.0-15.999 mil. |
| <input type="checkbox"/> \$16.0-16.999 mil. | <input type="checkbox"/> \$17.0-17.999 mil. |
| <input type="checkbox"/> \$18.0-18.999 mil. | <input type="checkbox"/> \$19.0 mil. + |

6B. Break-down of revenues Dollar Amount

Initiation Fees _____
 Membership Dues _____
 Green Fees _____
 Golf Car Rentals _____
 Other Rentals _____
 Driving Range _____
 Pro Shop Merchandise _____
 Food and Beverage _____
 Other (Specify):

QUESTIONNAIRE: (continued)

7A. Total Operating Expenses (including concessions) in the fiscal year reported

- | | |
|---|---|
| <input type="checkbox"/> Less than \$1.0 mil. | <input type="checkbox"/> \$1.0-1.999 mil. |
| <input type="checkbox"/> \$2.0-2.999 mil. | <input type="checkbox"/> \$3.0-3.999 mil. |
| <input type="checkbox"/> \$4.0-4.999 mil. | <input type="checkbox"/> \$5.0-0.999 mil. |
| <input type="checkbox"/> \$6.0-6.999 mil. | <input type="checkbox"/> \$7.0-7.999 mil. |
| <input type="checkbox"/> \$8.0-8.999 mil. | <input type="checkbox"/> \$9.0-9.999 mil. |
| <input type="checkbox"/> \$10.0-10.999 mil. | <input type="checkbox"/> \$11.0 mil. + |

7B. Number of employees

Full-time _____
Part-time/seasonal _____

7C. Break-down of operating expenses Dollar Amount

Full time wages	_____
Part time or seasonal wages	_____
General administrative	_____
Equipment maintenance/repair	_____
Irrigation water	_____
Fertilizers and chemicals	_____
Golf car or equipment leases	_____
Pro shop merchandise	_____
Cost of food and beverage	_____
Advertising/marketing	_____
Property tax	_____
Amusement tax	_____
Facility insurance	_____
Utilities	_____
Other (specify):	_____
_____	_____
_____	_____
_____	_____

8A. Total Capital Expenditures in the fiscal year reported

- | | |
|---|---|
| <input type="checkbox"/> Less than \$1.0 mil. | <input type="checkbox"/> \$1.0-1.999 mil. |
| <input type="checkbox"/> \$2.0-2.999 mil. | <input type="checkbox"/> \$3.0-3.999 mil. |
| <input type="checkbox"/> \$4.0-4.999 mil. | <input type="checkbox"/> \$5.0-5.999 mil. |
| <input type="checkbox"/> \$6.0-6.999 mil. | <input type="checkbox"/> \$7.0 mil. + |

8B. Break-down of capital expenditures Dollar Amount

Course renovation	_____
Irrigation system/water source	_____
Clubhouse/building expansion	_____
New vehicles/equipment	_____
Other (specify):	_____
_____	_____
_____	_____
_____	_____

9. OPTIONAL - SCPRT keeps your information strictly confidential. You may remain anonymous but if you choose to list below the courses for which you are reporting it will significantly improve the response rate and quality of our survey.

U.S. Golf Trips to South Carolina

	2021
# of Trips* (projected total)	759,031
Median Length of stay (nights)	4
Median Party Size (in same household)	2
% of Parties with Children	23%
Off-Course Expenditures (projected total)	\$1,103,576,339
Destinations: Myrtle Beach	49%
Charleston	23%
Hilton Head	31%
Columbia	12%
Greenville/Spartanburg	11%
Florence	5%
Quarter of Visit: Winter	6%
Spring	29%
Summer	35%
Fall	30%
Trip Purpose: Friends/Relatives	32%
Outdoor Recreation	27%
Entertainment/Sightseeing	5%
Other pleasure/Personal	25%
Transportation: Automobile	73%
Airplane	25%
Lodging**: Rental Home/Condo	14.1%
Time Share	15.8%
Hotel	45.2%
Personal/2nd Home	5.7%
Private Home	14.5%
Activities: Golf	100%
Beach	65%
Shopping	40%
Historic sites	33%
Visiting friends/relatives	27%
Fine dining	29%
Fishing	19%
Urban sightseeing	22%
Top State Origins	North Carolina (17%) Ohio (14%) South Carolina (13%) Georgia (8%) Washington (6%) Texas (6%)
Median Age of Head of Household	51
Median Household Income	\$100,000-\$124,999

¹ When this report was published, 2021 data on SC golfer travel spending was not yet available.

*Projections, averages and percentages represent trips, not individual visitors.

**More than one type of accommodations were used on some trips.

Chamber Restaurant Week: Wrap Up Report

Restaurant Week | Hilton Head Island

Prepared by: **VERB** **HILTON HEAD ISLAND**
SOUTH CAROLINA

Chamber Restaurant Week

Overview

The Chamber Restaurant Week ran from Festival ran from January 29-February 5, 2022. The Hilton Head Island Visitor and Convention Bureau supported the event with a landing page, paid initiatives, and organic social promotion and coverage.

Promotional Tactics:

- Landing Page
- Paid Display and Social
- Organic Social

Performance Highlights

- 28,190 Landing Page Sessions
- 417,217 Display Ad Impressions
- 78,065 Organic Social Impressions



Campaign Page

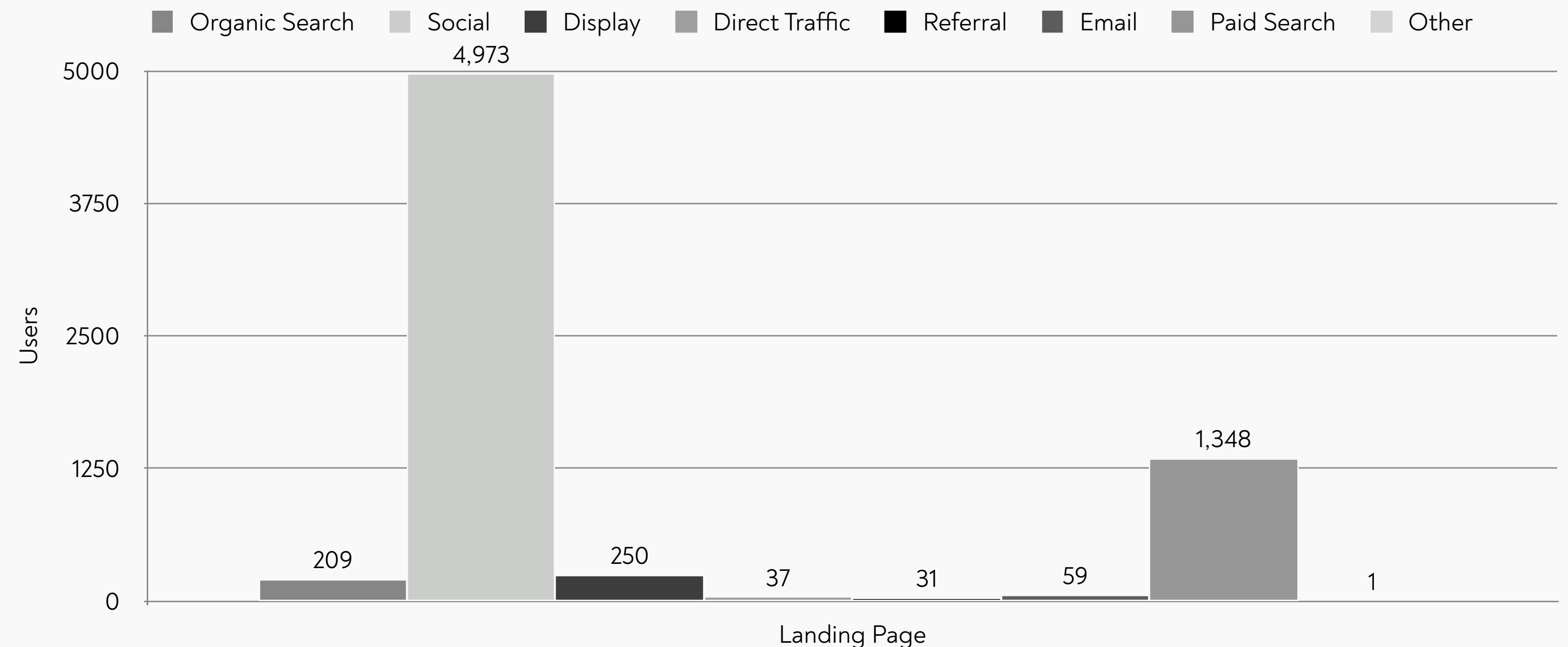
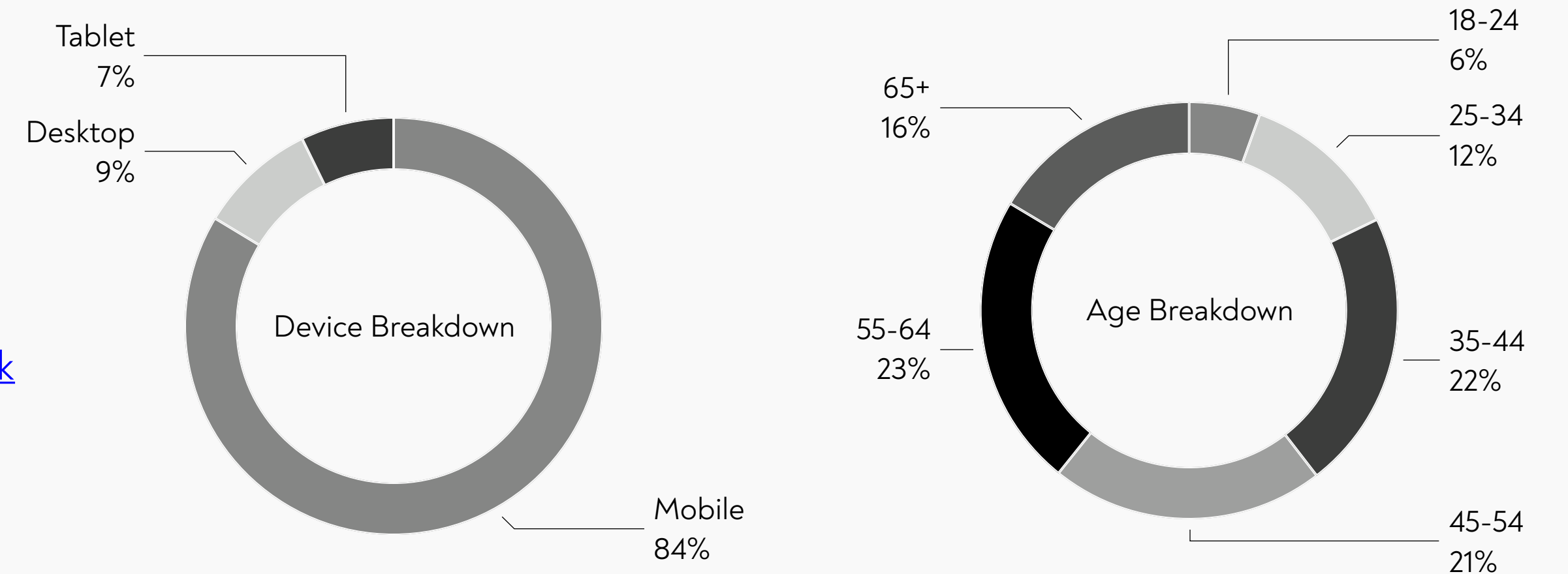
Landing Page (results from January 10-February 5)

Restaurant Week landing page: <https://www.hiltonheadisland.org/restaurantweek>

- Pageviews: 38,934
- Unique Pageviews: 28,888
- Avg. Time on Page: 00:12.36
- Landing Page Sessions: 28,190
- Bounce Rate: 36.86%

Highlights:

- Social drove the most users to the landing page
- User breakdown by device was heavily mobile driven
- User age breakdown was fairly evenly split, however the most users fell in the age range of 55-64



Display Ad Performance & Highlights

Timing: January 10th - February 5th

- Impressions: 417,217
- Clicks: 2,981
- CTR: 0.71%
- Conversions: 88

Additional Insights:

- Unlike social, Display aged younger, with the bulk of impressions served against 35-44yo. This demographic also accounted for the majority of clicks
- Females 25-34, however, achieved the strongest CTR at 0.9%, indicating that Google display provides strong opportunities to expand audiences more broadly
- Florida accounted for the majority of impressions and clicks throughout the campaign



Paid Social Performance & Highlights

Timing: January 10th - February 5th

- Impressions: 194,521
- Clicks: 2,824
- CTR: 1.46%
- Engagements: 3,358

Additional Insights:

- Users 55+ accounted for the majority of traffic to site, at a 3% CTR, out performing campaign averages
- The campaign skewed female, accounting for 85% of clicks to site
- Users in SC demonstrated the most interest with a very strong 2.61% CTR
- Similarly to previous campaigns, Android drove the largest impression volume, but tablet users did show very strong intent with a 2.61% CTR



Organic Social Performance & Highlights

Timing: January 10th - February 5th

- Impressions: 78,065
- Clicks: 351
- Link Clicks: 351

Visit Hilton Head
Published by Sprout Social · January 24 at 8:20 AM · 🌐

Anyone else ready for 14th Annual Chamber Restaurant Week that kicks off this Saturday, January 29?

Take a look at the participating restaurants in the link below and let us know in the comments which ones you're most looking forward to trying 🍴

<https://bit.ly/2t5B67i>

Performance for your post

9021	People reached	
81	Likes, comments & shares	
227	Post clicks	
51	122	54
Photo views	Link clicks	Other clicks

[View more details](#)

Negative feedback

1 Hide all posts	4 Hide post
0 Report as spam	0 Unlike Page

81 Likes, comments & shares

Branded content distribution [View breakdown](#)

9021	9021	0
Total reach	Organic reach	Paid reach
9870	9870	0
Total impressions	Organic impressions	Paid impressions

72 Likes 3 Comments 4 Shares

Like Comment Share

Hilton Head Island-Bluffton Chamber of Commerce

The Hilton Head Island-Bluffton Chamber of Commerce supported the event with an eNews feature, organic social promotion, media buys and Monday Briefing inclusion.

Promotional Tactics:

- Organic Social
- eNews
- Monday Briefing
- Lowcountry Lowdown

Media Buys:

- Local Life – The Dish 1/20/2022
- CH2 Email Blast 1/27/2022
- ½ page ad in The Bluffton Sun 1/19/2022

Performance Highlights:

- 28,190 Landing Page Sessions
- 417,217 Display Ad Impressions
- 78,065 Organic Social Impressions



Organic Social Performance

10 Posts on Each

Facebook

- Impressions: 17,213
- Engagements: 723
- Post Clicks: 120

Instagram

- Impressions: 13,192
- Engagements: 486
- Post Clicks: 83

Twitter

- Impressions: 2,986
- Engagement: 78
- Post Clicks: 7

LinkedIn

- Impressions: 764
- Engagements 93
- Post Click: 71

eNews

Four dedicated Email Blasts

- Total Recipients: 9,376
- Total Opens: 10,727
- Total Clicks: 3,947

Monday Briefing (Included in 5)

- Total Recipients: 14,781
- Total Opens: 9,141
- Total Clicks: 714

Lowcountry Lowdown

- Total Recipients: 23,422
- Total Opens: 20,781
- Total Clicks: 601

Gullah Celebration: Wrap Up Report

Gullah | Hilton Head Island

Prepared by: **VERB** **HILTON HEAD ISLAND**
SOUTH CAROLINA

Gullah Celebration

Overview

The Gullah Celebration promotions ran from January 7-February 28, 2022. The Hilton Head Island Visitor and Convention Bureau supported the event with a landing page, paid initiatives, media partnerships, and organic social promotion and coverage.

Promotional Tactics:

- Organic Social
- Paid Social
- Landing Page
- Garden & Gun Media Partnership

Performance Highlights

- 20,047 Landing Page Sessions
- 1,026,312 Display Ad Impressions
- 44,279 Organic Social Impressions



Campaign Page

Landing Page (results from January 7-February 28)

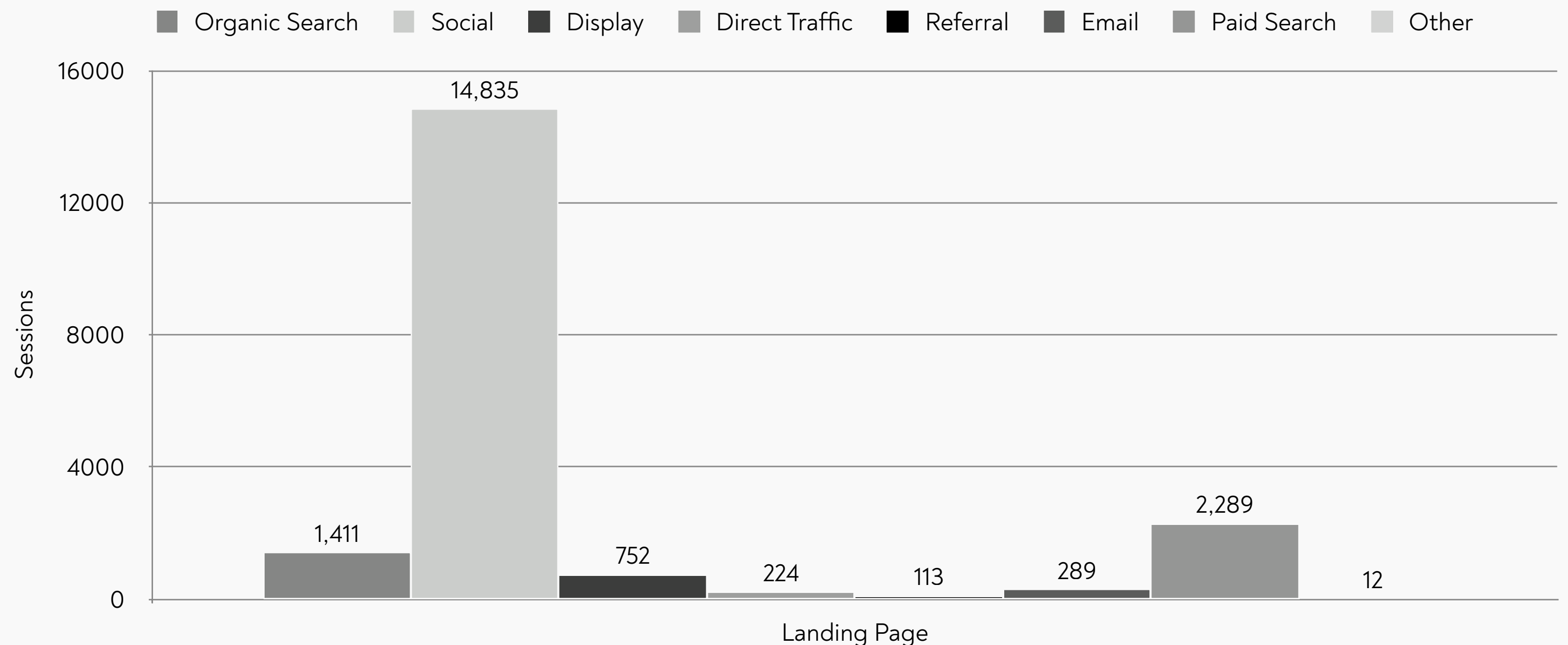
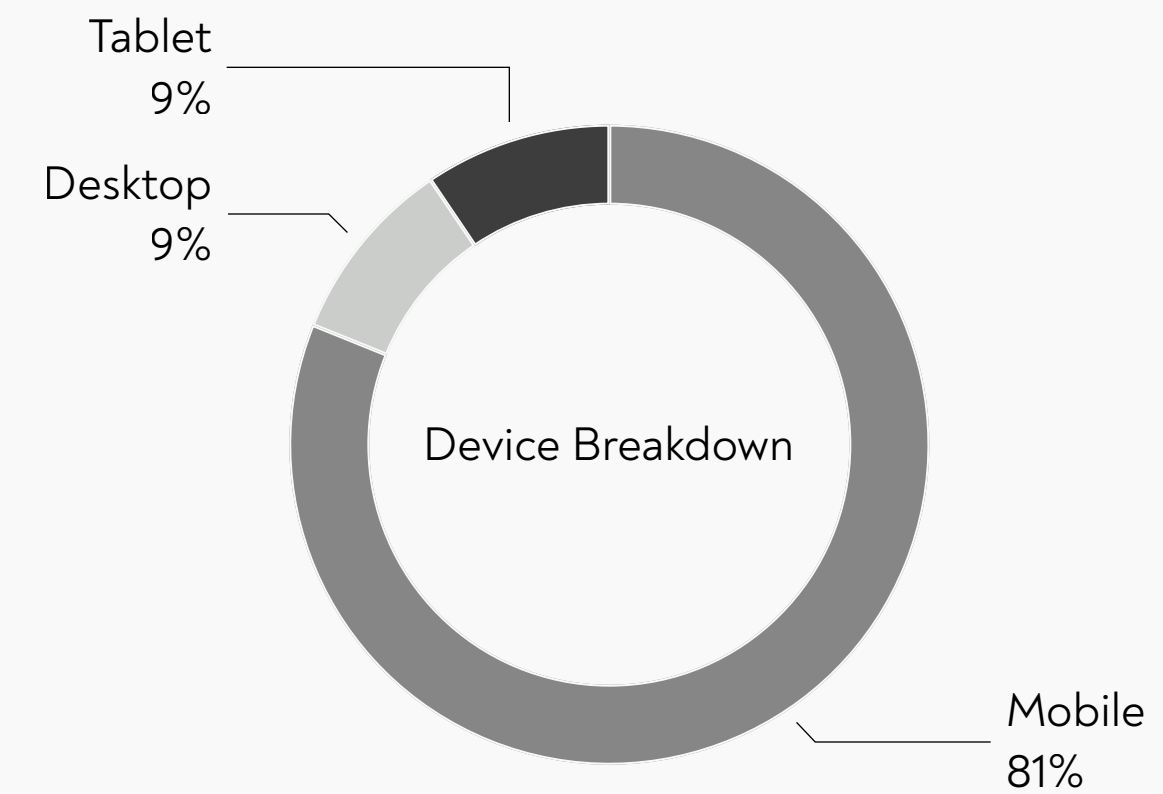
There was one Gullah Celebration landing page: <https://www.hiltonheadisland.org/hilton-head-gullah-celebration>

- Pageviews: 25,314
- Unique Pageviews: 21,721
- Avg. Time on Page: 00:02:38
- Landing Page Sessions: 20,047
- Bounce Rate: 58.48%

Highlights:

- Social drove the most users to the landing page
- User breakdown by device was heavily mobile driven

In 2021, The Gullah Celebration campaign ran in February and March, as opposed to January and February. By comparing the 2021 and 2022 time period, 2022's Gullah promotions outperformed the previous year's by increasing page views to the landing page +805% PoP, and landing page sessions +1677% PoP.



Paid Social Performance

Timing: Jan 7-Feb 28

- **Impressions:** 856,477
- **Clicks:** 17,362
- **CTR:** 2.02%
- **Reach:** 304,701
- **Engagements:** 548

Paid Social Insights

Performance skewed heavily female, with 95% of all clicks. Traffic is skewing 55+ with delivery predominantly on Facebook, aligning with the older audience skew we've seen. The campaign achieved a strong average frequency of 3 throughout the flight, however for future campaigns we'd recommend fewer assets for the budget and flight. This will allow frequency to build against 2-3 assets and more strongly reinforce recall.

Display Ad Performance & Highlights

Timing: Jan 7-Feb 28

Targeting: Drive markets

Impressions: 1,026,312

Clicks: 2,733

CTR: 0.27%

Display Ad Insights:

Campaigns targeting drive markets drove efficient CPMs and impression volume with 2,733 users driven to site, with 285 on site conversions tracked, at a very efficient Conv. Rate of 10.43%. 300x600 was the strongest performing size driving 728 clicks at a very efficient CTR of 0.58%. Performance skewed younger than social at 35-54 and slightly male. Island vacation and beach travel audiences were the drivers of best CTR efficiency.

Organic Social Performance & Highlights

January 18th - February 27th

Channels Promoted To:

- Facebook
- Instagram
- Twitter

Organic Social Insights

Overall, we received excellent engagement on our Gullah posts. Our posts performed best on Facebook where we linked to the event, and blog posts featuring Gullah events/culture. If we're able to receive updated assets from this year's event that would help mix up the content for future promotion.

Total Organic Performance Stats

Impressions: 44,279

Engagements: 1,374

Engagement Rate: 3.1%

Link Clicks: 744

Hilton head Island-Bluffton Chamber of Commerce

Overview

The Hilton Head Island-Bluffton Chamber of Commerce supported the event with an eNews feature, as well as organic social promotions.

Promotional Tactics:

- Organic Social
- eNews

Performance Highlights

- 40,410 Total Email Recipients
- 49.10% Open Rate
- 1,615 Facebook Impressions
- 1,577 Instagram Impressions



Seafood Festival: Wrap Up Report

Seafood Festival | Hilton Head Island

Prepared by: **VERB** **HILTON HEAD ISLAND**
SOUTH CAROLINA

Seafood Festival Overview

The Seafood Festival Campaign ran from January 6-February 27, 2022. The Hilton Head Island Visitor and Convention Bureau supported the event with a landing page, paid initiatives, and organic social promotion and coverage.

Promotional Tactics:

- Organic Social
- Paid Social
- Landing Page
- Marketing Partnership (Charlotte e-magazine)
- Display
- eNews

Performance Highlights

- 18,717 Landing Page Sessions
- 1,549,497 Display Ad Impressions
- 65,056 Organic Social Impressions
- 818,259 Paid Social Impressions



Campaign Page

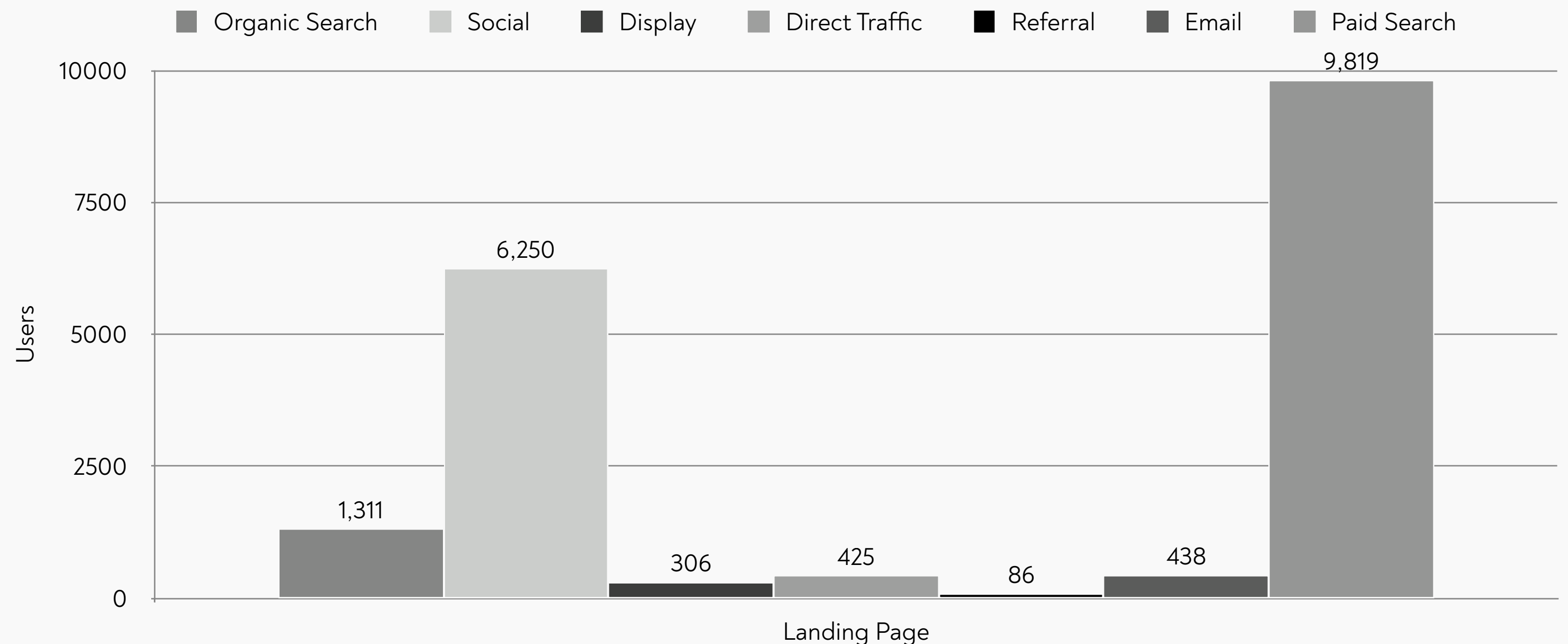
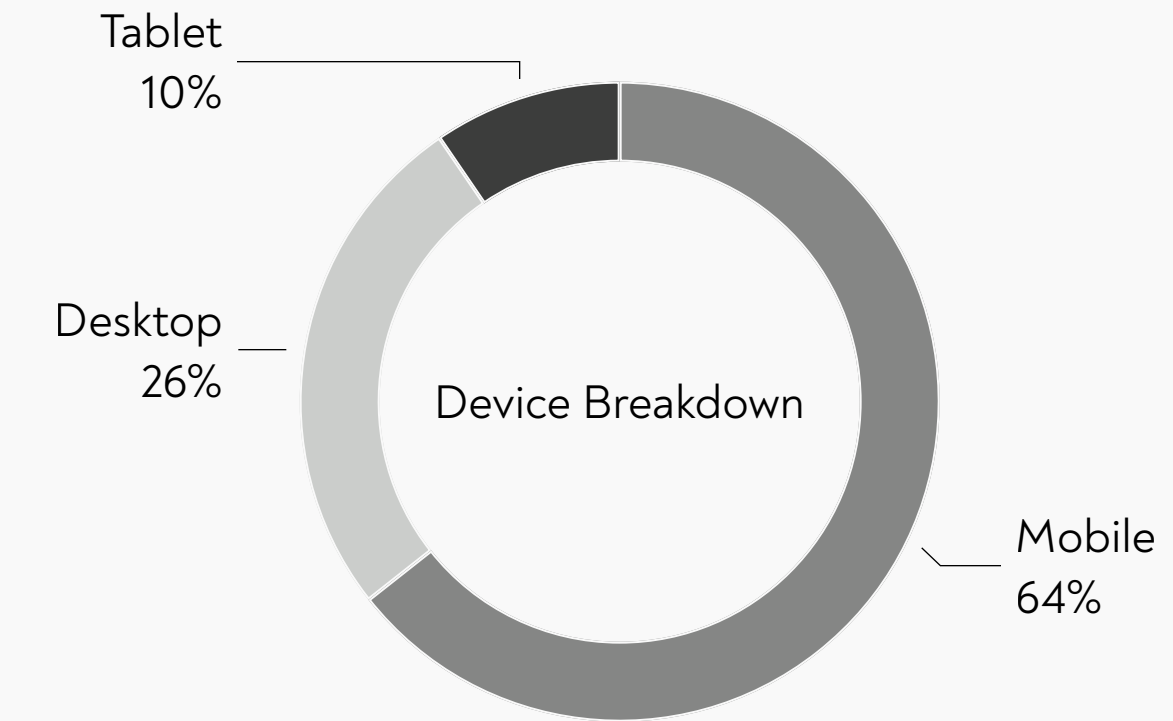
Landing Page (results from October 16, 2021 - February 27, 2022)

There was one Seafood Festival landing page: <https://www.hiltonheadisland.org/seafood-festival>

- Pageviews: 25,021
- Sessions: 19,199
- Pages/Session: 1.31
- Avg. Time on Page: 00:03:59
- Bounce Rate: 69.38%

Highlights:

- The largest traffic driver was Paid Search (52.8%)
- Paid Social delivered the second-largest contribution to campaign sessions (33%)
- The majority of people viewed the campaign landing page on mobile (64%)



Paid Social Performance

Timing: Jan 18-Feb 26

- **Impressions:** 818,259
- **Clicks:** 9,171
- **CTR:** 1.12%
- **Engagements:** 1959

Paid Social Insights

Paid social was a strong driver of traffic throughout the campaign generating a very strong CTR at 1.12%. Traffic skewed older, 44+ with the 55+ range driving the most clicks. Performance was particularly strong among women on mobile.

Display Ad Performance

Timing: Jan 18-Feb 26

- **Impressions:** 1,549,497
- **Clicks:** 6,657
- **CTR:** 0.43%

Display Ad Insights

During the Seafood Festival campaign, Display was an efficient driver of awareness, while also garnering 254 partner referrals among our audience, which was a +38% increase from last year's efforts.

Organic Social Performance & Highlights

January 18th - February 27th

Channels Promoted To:

- Facebook
- Instagram
- Twitter

Organic Social Insights

Overall, we received excellent engagement on our Seafood Festival Posts. To continue the momentum throughout the year, we will work posting about the festival into our overall social content strategy.

Total Organic Performance Stats

Impressions: 65,056

Engagements: 2,832

Engagement Rate: 4.4%

Link Clicks: 1,183

Hilton head Island-Bluffton Chamber Overview

The Hilton Head Island-Bluffton Chamber of Commerce supported the event with promotion to locals via these channels:

Promotional Tactics:

- Lowcountry Business Connect
- Monday Briefing
- Chamber Connel Podcast
- Organic Social
- eNews

Performance Highlights

40,492 Total Email Recipients

50 Chamber Podcast Downloads

550 Twitter Impressions

6,886 Facebook Impressions



Twitter

- Impressions: 550
- Engagements: 28

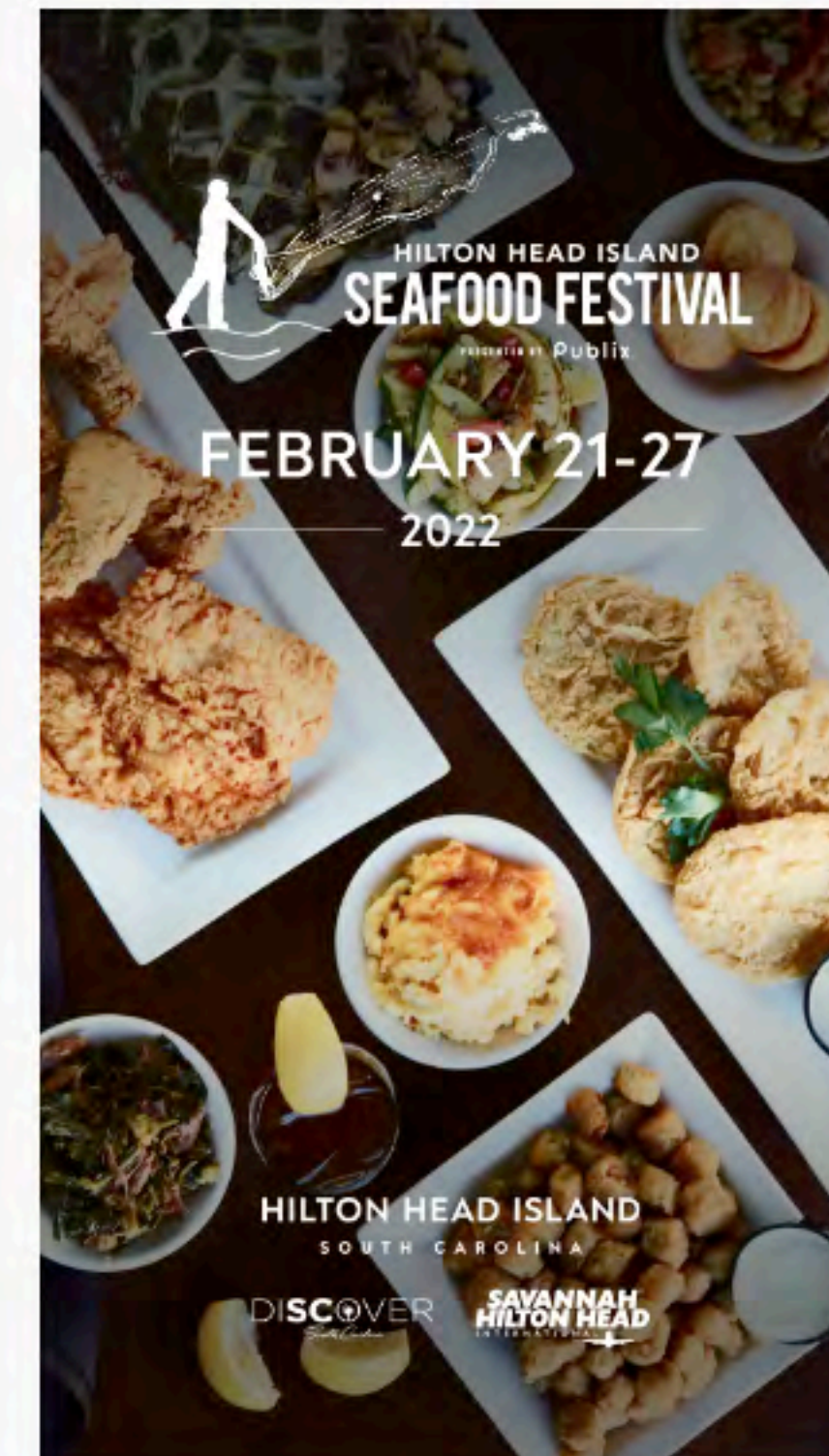
Instagram

- Impressions: 2,664
- Reach: 4,594
- Engagements: 328

Facebook

- Impressions: 6,886
- Reach: 6,214
- Engagements: 417

Display Ad Examples



Darius Rucker Intercollegiate Golf Tournament: Wrap Up Report

Darius Rucker | Hilton Head Island

Prepared by: **VERB** **HILTON HEAD ISLAND**
SOUTH CAROLINA

Darius Rucker Intercollegiate Golf Tournament Overview

The Darius Rucker Intercollegiate Golf Tournament campaign ran from January 6-March 2, 2022. The Hilton Head Island Visitor and Convention Bureau supported the event with a featured event listing, paid initiatives, and organic social promotion and coverage.

Promotional Tactics:

- Partnership with Alexandra O’Laughlin
- Organic Social
- Paid Social
- Featured Event Listing
- Email Inclusion (Chamber)

Performance Highlights

- 4.4M Impressions from Alexandra’s Social Posts
- 3,596 Featured Event Listing Sessions
- 318,802 Paid Social Impressions
- 36,379 Organic Social Impressions



Alexandrea O'Laughlin Partnership



Influencer Program Report

Alexandra O'Laughlin x HHI

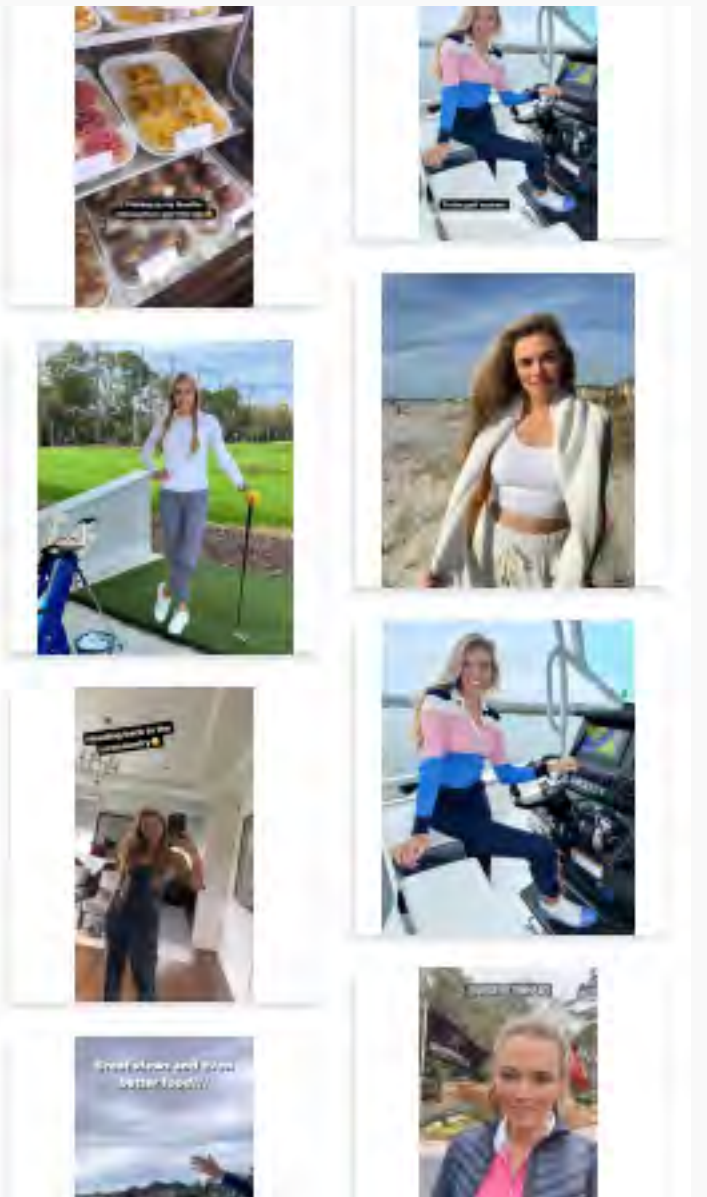
Feb 19 - Mar 04



Summary



About The Campaign

- 1 Influencers published 20 Posts.
- Total Reach was 447.1K, with 4.4M Impressions and 0.51% Engagement Rate.
- Each post got an average of 1.1K Engagements, 22.4K Reach, and \$16.1K EMV
- Audience was 73% Men, mostly from United States.
- The campaign generated \$321.3K EMV.




Performance

Campaign Stats

	Posts	Engagements	Reach	EMV
	20	22.5K	447.1K	\$321.3K
 Instagram Stories	17	 22	256.8K	\$297.2K
 Instagram	3	 11.8K  198	190.3K	\$24.1K

Performance

Audience Demographics

35 Avg. Age	73% Men	 United States	 Golf
Age	Countries	Interests	
12 - 17 2%	United States 67%	Golf 64%	
18 - 24 12%	United Kingdom 6%	Courses 59%	
25 - 34 47%	Canada 4%	Golfers 57%	
35 - 49 33%	Australia 4%	PGA 55%	

① Audience that was exposed to the campaign posts on Instagram.



ALEXANDRA

85

20 Posts 22.5K Eng. 1.84% Eng. Rate 447.1K Reach \$321.3K EMV



4.4K 57 64.5K

Spent the most peaceful morning unwinding from a busy few months with a beach walk... (on the...

03/02/22



12.4K

@visithiltonhead @seapinesresort @palmettodunescc Thank you for all of the #HiltonHeadIsla...

03/02/22



4.3K 76 68.9K

What are your favorite things to do on #HiltonHeadIsland? I had fun exploring the golf... (2 ...

03/01/22



14.2K

See you for @rbcheritage!!! @visithiltonhead @seapinesresort

02/28/22



ALEXANDRA 85 Golf

02/27/2022

I'm back living the #LowcountryLife with visithiltonhead! From the water to the course to seeing the top schools in the country gear up for the dariusrucker Intercollegiate- this has been a great start to the trip! #HiltonHeadIsland #ad #DRI22

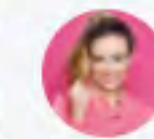
60.6K 73.1K 5.1K 66 60 Verified

Alexandra O'Laughlin x HHI Mentioned campaign's tracked keywords

Reach 60.6K

ER 2.3%

EMV \$9K



ALEXANDRA 85 Golf

02/27/2022

SO EXCITED TO BE AT THE @DARIUSRUCKER INTERCOLLEGIATE! @LONGCOVECLUB @VISITHILTONHEAD

14.4K 3 14.7K 476 12.4K 609 Verified

Alexandra O'Laughlin x HHI Mentioned campaign's tracked keywords

Reach 14.4K

ER 0.21%

EMV \$16.6K

Campaign Page

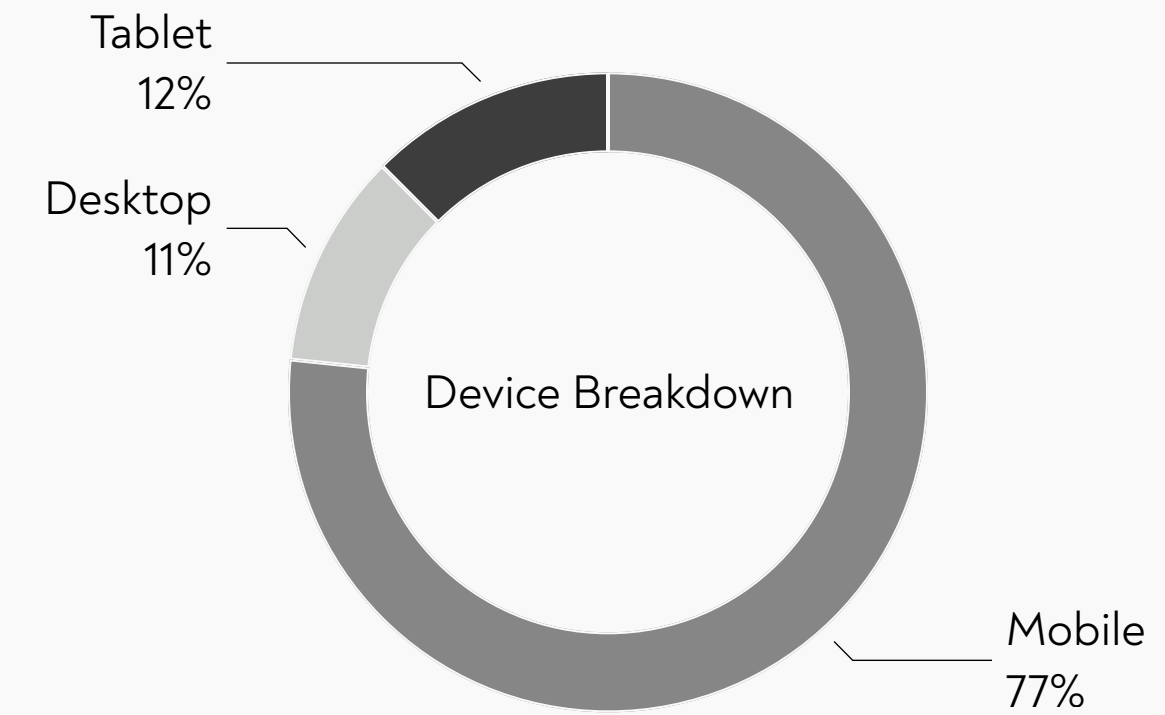
Featured Event Listing (results from January 6-March 2)

There was one Featured Event Listing: <https://www.hiltonheadisland.org/events/darius-rucker-intercollegiate-0>

- Pageviews: 4,187
- Avg. Time on Page: 00:03:10
- Featured Event Listing Sessions: 3,619
- Bounce Rate: 16.40%
- Pages per Session: 1.13

Highlights:

- Paid Social drove the most users to the Featured Event Listing
- User breakdown by device was heavily mobile driven at 77%



Paid Social Performance

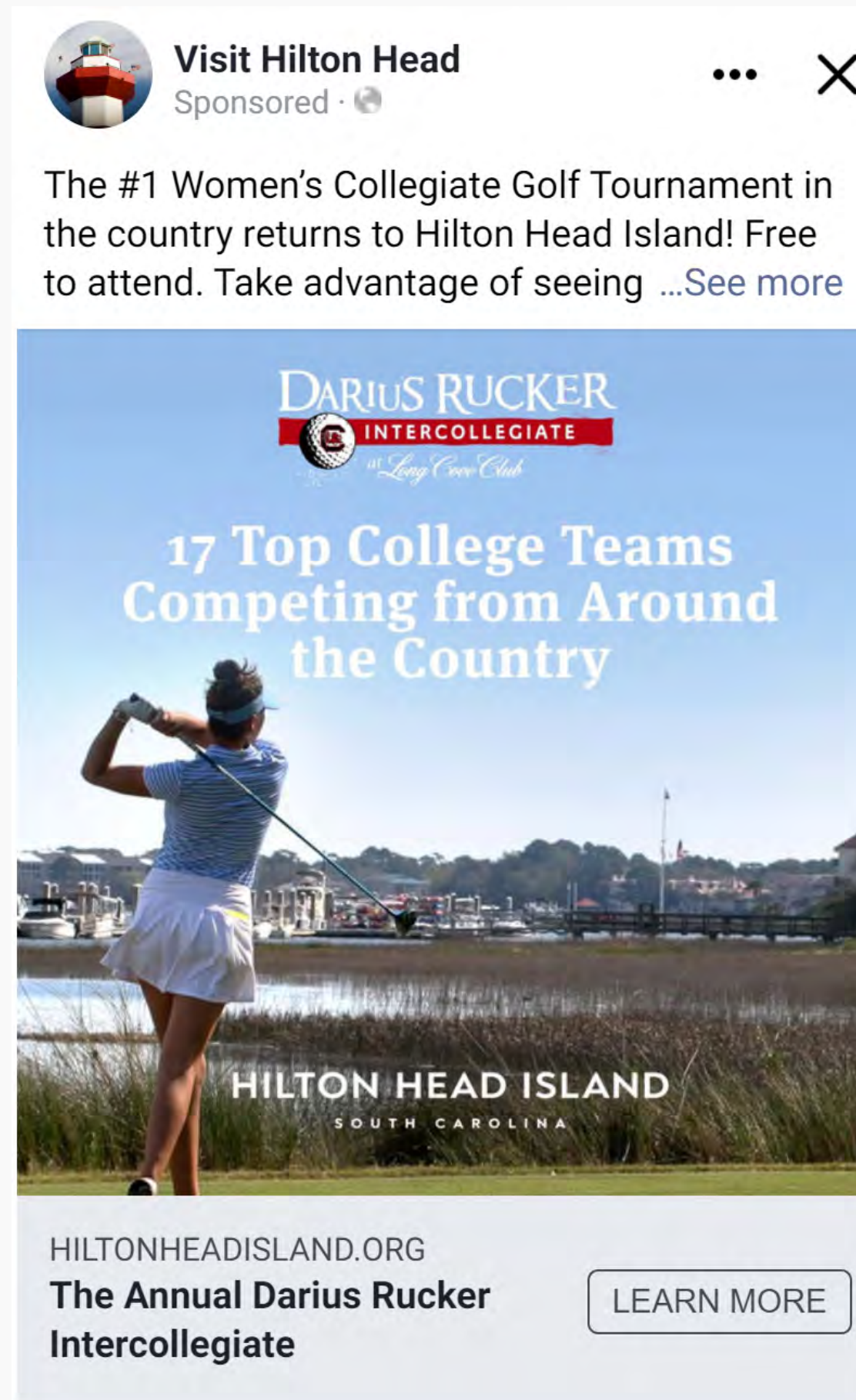
Timing: January 20-March 2

- **Impressions:** 318,802
- **Clicks:** 3,635
- **CTR:** 1.14%
- **Engagements:** 548

Paid Social Insights

CTR was very strong at 1.14%, indicating that we reached a qualified and interested audience with this campaigns. Performance skewed 55+, male. The majority of impressions were served on mobile Facebook newsfeeds.

Paid Social Example



Visit Hilton Head
Sponsored · 🌐

The #1 Women's Collegiate Golf Tournament in the country returns to Hilton Head Island! Free to attend. Take advantage of seeing ...See more

DARIUS RUCKER
INTERCOLLEGIATE
at Long Cove Club

**17 Top College Teams
Competing from Around
the Country**

HILTON HEAD ISLAND
SOUTH CAROLINA

HILTONHEADISLAND.ORG
**The Annual Darius Rucker
Intercollegiate**

LEARN MORE

Organic Social Performance & Highlights

January 20 - March 2

Channels Promoted To:

- Facebook
- Instagram
- Twitter

Organic Social Insights

Overall, engagement on Darius Rucker social posts was positive. To keep the event top of mind, we should organically promote throughout the year.

For next year's tournament promotion, we can look to engage additional media and influencers to increase awareness and marketing efforts.

Total Organic Performance Stats

Impressions: 36,379

Engagements: 1,340

Engagement Rate: 3.8%

Link Clicks: 830

Organic Social Examples

Visit Hilton Head
Published by Sprout Social · February 15 at 7:13 PM

Free to spectators, the 10th Annual Darius Rucker Intercollegiate Golf Tournament will host 17 top college teams from around the country as they compete for the championship title.

Will we see you there February 28 - March 2nd?
... [See more](#)

60 likes, 1 Comment, 6 Shares

Performance for your post

5391 People reached

70 Likes, comments & shares

52 Post clicks

5	33	14
Photo views	Link clicks	Other clicks

[View more details](#)

Negative feedback

0 Hide all posts 4 Hide post

0 Report as spam 0 Unlike Page

70 Likes, comments & shares

Branded content distribution [View breakdown](#)

5391	5391	0
Total reach	Organic reach	Paid reach

5391	5391	0
Total impressions	Organic impressions	Paid impressions

Visit Hilton Head
Published by Sprout Social · February 9 at 8:15 AM

February 28th will kick off the 10th annual Darius Rucker Intercollegiate Golf Tournament

This tournament, known as the #1 women's collegiate event in the country, takes place at Long Cove Club. It will bring together 17 of the top women's college golf teams in the country to compete for the title of champion. Golf fans and spectators are welcome to watch this incredible showcase of the next generation of great golfers at no charge!

Learn more about the event here: [h...](#) [See more](#)

58 likes, 6 Shares

Performance for your post

6669 People reached

69 Likes, comments & shares

53 Post clicks

9	20	24
Photo views	Link clicks	Other clicks

[View more details](#)

Negative feedback

3 Hide all posts 3 Hide post

0 Report as spam 0 Unlike Page

69 Likes, comments & shares

Branded content distribution [View breakdown](#)

6669	6669	0
Total reach	Organic reach	Paid reach

6739	6739	0
Total impressions	Organic impressions	Paid impressions

Hilton Head Island- Bluffton Chamber

Overview

The Hilton Head Island-Bluffton Chamber supported the event with an eNews feature, in multiple sends to our membership.

Performance Highlights

- **Total Recipients:** 40,427
- **Total Opens:** 34,528
- **Total Clicks:** 309



Hilton Head Island International Piano Competition 2022 Wrap up Report

Piano Competition | Hilton Head Island

Prepared by: **VERB** **HILTON HEAD ISLAND**
SOUTH CAROLINA

Hilton Head Island International Piano Competition 2022

Overview

The Piano Competition campaign ran from January 10th - March 14th 2022. The Hilton Head Island Visitor and Convention Bureau supported the event with a featured event listing, paid initiatives, and an organic social push.

Promotional Tactics:

- Featured Event Listing
- Paid Social
- Organic Social

Performance Highlights:

- 1,318 Event Listing Sessions
- 254,677 Paid Social Impressions
- 22,206 Organic Social Impressions



Campaign Page

Featured Event Listing (results from January 10th - March 14th)

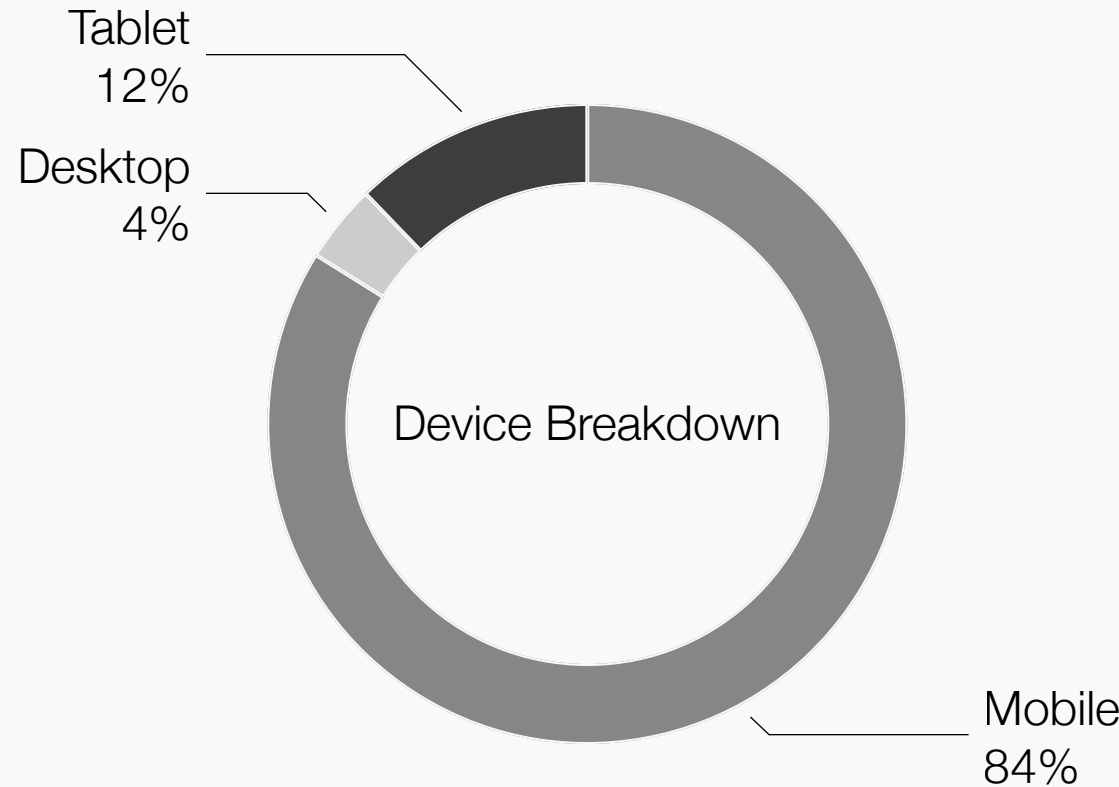
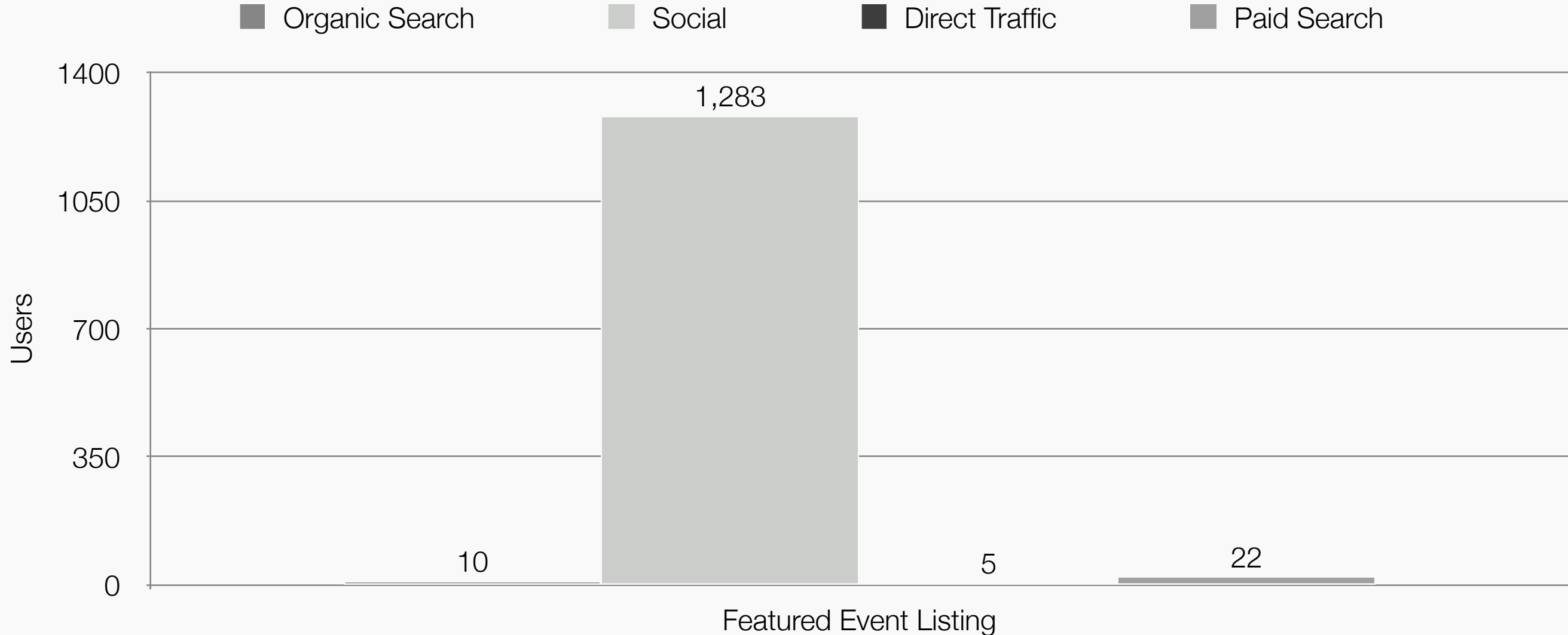
Piano Competition Event Listing:

<https://www.hiltonheadisland.org/events/hilton-head-international-piano-competition>

- Unique Page views: 1,505
- Pageviews: 1,647
- Avg. Time on Page: 3:39
- Event Listing Sessions: 8,539
- Users: 1,228
- Bounce Rate: 17.87%

Insights

Social was the biggest contributor to traffic to the page (96% of sessions), and traffic had a high quality as the bounce rate remained low (17%) and average time on the page was high (3 minutes 40 seconds). These results are a strong indicator that social campaigns reached a qualified audience.



Paid Social Performance & Highlights

Timing: January 18th- March 14th

- Impressions: 254,677
- Reach: 77,787
- Clicks: 2,330
- CTR: 0.91%

Insights:

The piano campaign skewed older, accounting for 85% of clicks from users 65+. Within our drive market targeting, Georgia drove the bulk of traffic to the site, while South Carolina had the strongest CTR, at 0.94%. Given the creative nature of the event, it may be beneficial to include video in future campaigns.



Organic Social Performance & Highlights

Timing: March 7th-14th

Channels Promoted To:

- Facebook
- Twitter

Total Organic:

- Impressions: 22,206
- Engagements: 1,082
- Engagement Rate: 4.9%
- Link Clicks: 686

Visit Hilton Head
Published by Sprout Social · January 31

Join us March 7 - 14, 2022 for the 2022 [Hilton Head International Piano Competition](#).

This year's competition will feature an elite group of 20 international pianists hand-selected from 165 applicants across 28 countries. They will compete for the chance to return for a performance with the Hilton Head Symphony Orchestra

Learn more about the event here:
<https://bit.ly/34nuzdQ>

Performance for your post

4097 People reached

28 Likes, comments & shares

100 Post clicks

29	5	66
Clicks to play	Link clicks	Other clicks

Video performance

982	0	0:04
3-Second Video Views	1-minute video views	Average minutes view

Audience retention

Most of your audience dropped off at the 0:19 mark.

*Only including views over 15 seconds

[View more video details](#)

Visit Hilton Head
Published by Sprout Social · January 30

It is festival season here in the [#Lowcountry!](#) Take a peek at some of our favorite upcoming events in the blog below and let us know which one you're most looking forward to 🙌

<https://bit.ly/3AGIHLr>

HILTONHEADISLAND.ORG

5 Must-Attend Events This Winter on Hilton Head Island

138 Likes 6 Shares

Like Comment Share

Performance for your post

15736 People reached

146 Likes, comments & shares

696 Post clicks

0	611	85
Photo views	Link clicks	Other clicks

[View more details](#)

Negative feedback

1 Hide all posts 6 Hide post
0 Report as spam 0 Unlike Page

146 Likes, comments & shares

Branded content distribution

[View breakdown](#)

15736	15736	0
Total reach	Organic reach	Paid reach
15927	15927	0
Total impressions	Organic impressions	Paid impressions

Hilton Head Island-Bluffton Chamber of Commerce

Overview

The Hilton Head Island-Bluffton Chamber of Commerce supported the event with promotion to locals via an eNews feature, garnering the following performance highlights:

Performance Highlights:

- 37,463 Total Email Recipients
- 17,271 Unique Email Opens
- 49.9% Unique Open Rate
- 40 Unique Clicks



Wine + Food Festival: Wrap Up Report

Wine + Food Festival | Hilton Head Island

HILTON HEAD ISLAND
SOUTH CAROLINA

Wine + Food Festival

Overview

The Wine + Food Festival ran from March 21-March 26, 2022. The Hilton Head Island Visitor and Convention Bureau supported the event with a landing page, paid initiatives, and organic social promotion and coverage for the event, and sweepstakes.

Promotional Tactics:

- Organic Social
- Paid Social
- Landing Page
- Featured Event Listing
- Blog Mention
- eNews Inclusion (February)

Performance Highlights

- 21,619 Landing Page Sessions
- 2,570,285 Display Ad Impressions
- 113,568 Organic Social Impressions
- 1558 Sweepstakes Submissions



HILTON HEAD ISLAND
SOUTH CAROLINA



MARCH
21-27

DISCOVER
South Carolina

SAVANNAHSM
HILTON HEAD
INTERNATIONAL

Campaign Page

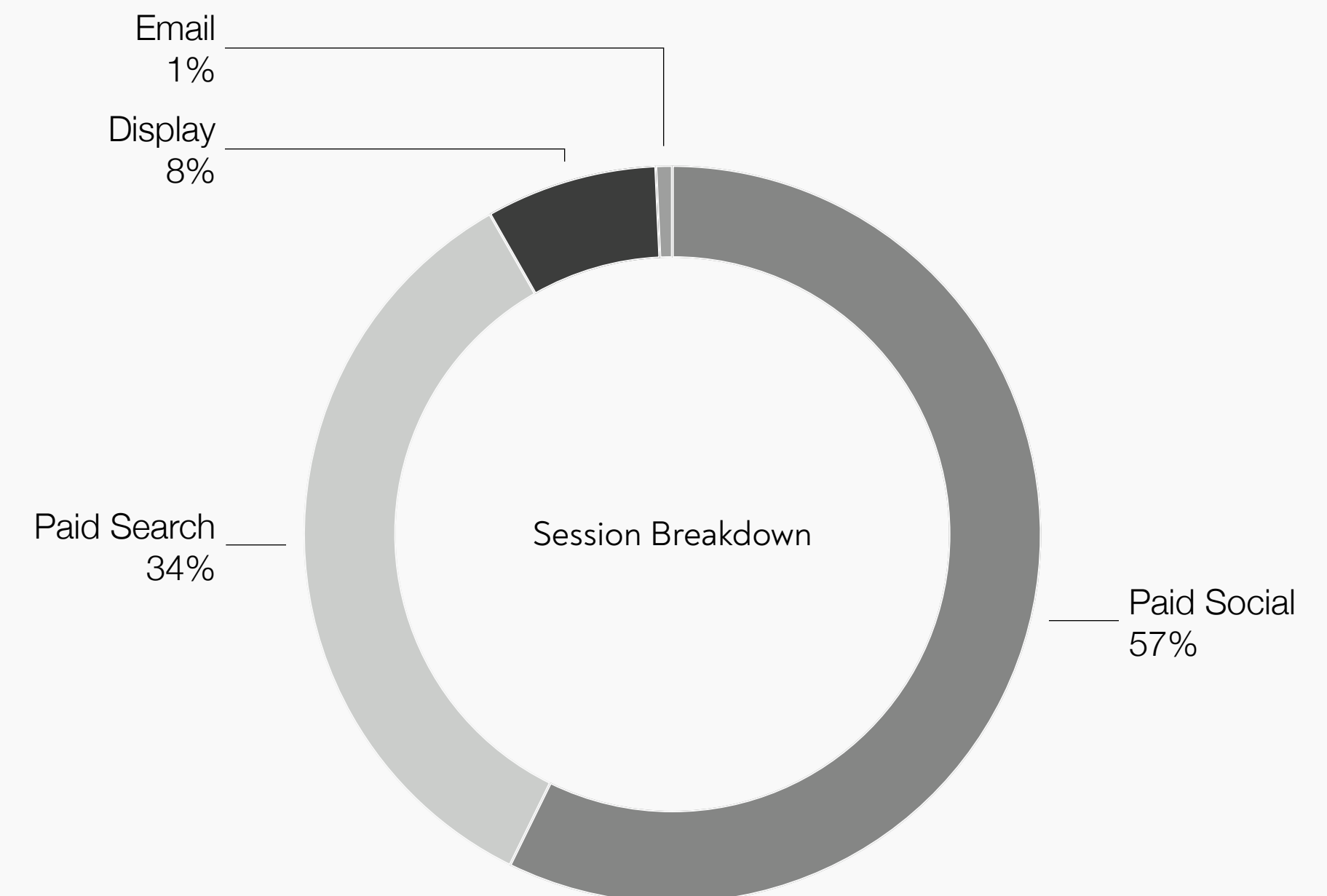
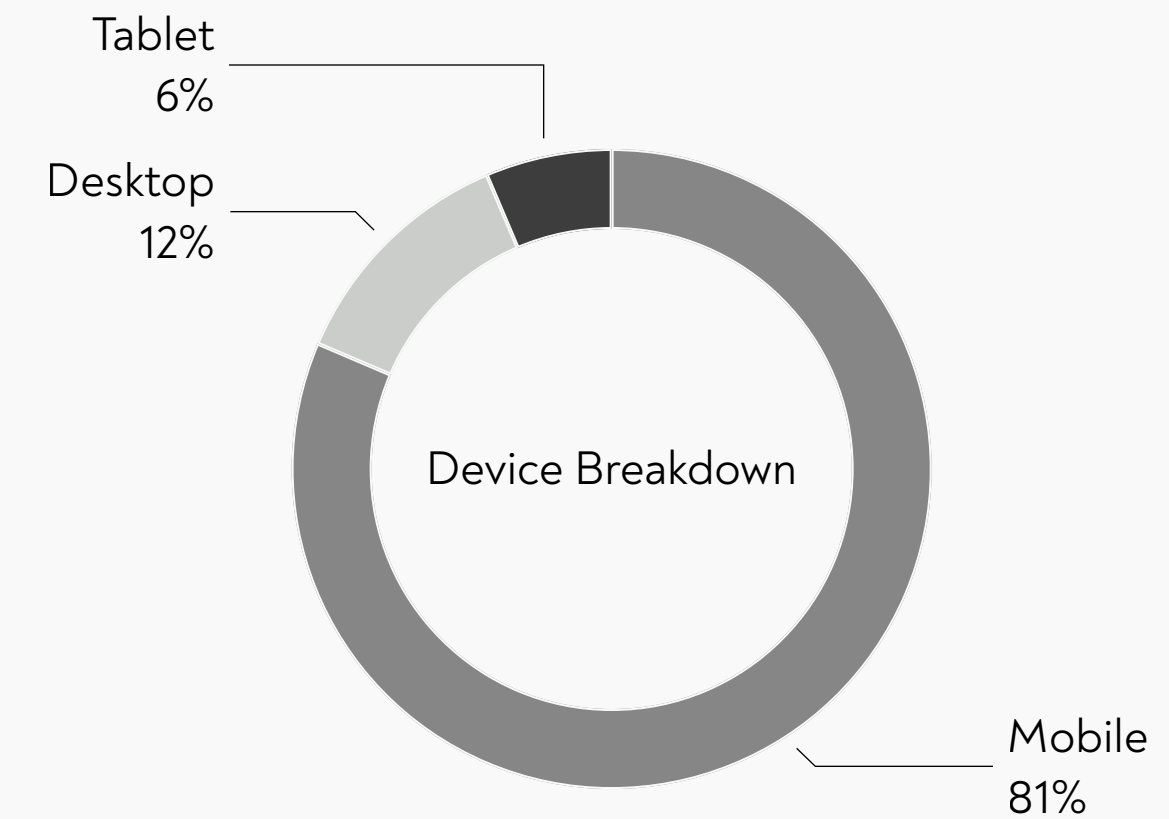
Landing Page (results from January 10-March 27)

There was one Wine + Food Festival landing page: <https://www.hiltonheadisland.org/wine-and-food-festival>

- Landing Page Sessions: 21,978
- Pageviews: 27,957
- Unique Pageviews: 24,664
- Avg. Time on Page: 00:03:02
- Landing Page Sessions: 21,619
- Bounce Rate: 74.42%

Highlights:

- Social drove the most users to the landing page
- User breakdown by device was heavily mobile driven
- User age breakdown was fairly evenly split, however the most users fell in the age range of 55-64
- The campaign landing page generated 3.9K partner referrals
- The sweepstakes had over 1.5K submissions and 4.9K landing page sessions



Paid Social Performance & Highlights

Timing: January 10 - March 27

Impressions: 2,570,285

Reach: 749,974

Clicks: 17,690

CTR: 0.69

Additional Insights:

- Philadelphia was the top market for social ads - with 6.5K link clicks. Chicago and Cleveland followed with approx. 2.5K each. Philadelphia had the strongest CTR at 0.74%.
- Majority of traffic was 45+ and skewed slightly female
- Facebook continued to be the top performing platform with food shots driving the best success



Display Ad Performance & Highlights

Timing: January 10 - March 27

Impressions: 2,866,198

Clicks: 6,378

CTR: 0.22%

Additional Insights:

- Cleveland drove the most traffic in the campaign with the strongest CTR coming from Philadelphia
- Boston had the strongest referral rate at 2.28%
- 35-44 was the top performing demo with family vacationers and luxury travel & food and dining being the top audiences
- 300x250 assets featuring wine drove the most volume of traffic



Organic Social Performance & Highlights

January 10th - March 27th

Channels Promoted To:

- Facebook
- Instagram
- Twitter

Organic Social Insights

We saw excellent engagement across all channels for the Wine + Food Festival.

Clicks through to the sweepstakes were down compared to the previous round, however, it's likely that we saw that decrease due to the fact that the 2021 festival was just a few months before. We'll monitor this moving forward and continue to push out more engaging content throughout the year, to keep the festival top of mind.

Total Organic Performance Stats

Impressions: 113,568

Engagements: 4,820

Engagement Rate: 4.1%

Link Clicks: 1,631

Hilton Head Island-Bluffton Chamber of Commerce

Overview

The Hilton Head Island-Bluffton Chamber supported the event with an eNews feature.

Performance Highlights

- 37,463 Total Email Recipients
- 32,706 Total Email Opens
- 104 Total Email Clicks



Hilton Head Island Juneteenth Celebration 2022 Wrap up Report

HILTON HEAD ISLAND
SOUTH CAROLINA

Hilton Head Island Juneteenth Celebration 2022

Overview

The Hilton Head Island Visitor and Convention Bureau supported the Hilton Head Island Juneteenth events with paid and organic social from June 3rd to June 18th 2022, driving users to the official Eventbrite page.

Promotional Tactics:

- Paid Social
- Organic Social

Performance Highlights:

- 617,680 Paid Social Impressions
- 21,338 Organic Social Impressions

**18TH
JUNE
2022**

ART - FOOD - MUSIC

**JUNETEENTH
CELEBRATION**

AT HISTORIC MITCHELVILLE FREEDOM PARK
229 Beach City Road Hilton Head Island, SC 29926

TICKETS \$20
\$5 TICKETS FOR YOUTH
6-12 YEARS OLD

**BUY TICKETS NOW AT
EXPLOREMITCHELVILLE.ORG**

11AM - 3PM

The Gullah Museum of Hilton Head Island, Gullah Cultural Tours, NIX Discover South Carolina, MITCHELVILLE FREEDOM PARK, PSD, HiltonHead

*** CHAIRS ARE WELCOME, NO COOLERS ***

@EXPLOREMITCHELVILLE 843 • 255 • 7301

Paid Social Performance & Highlights

Timing: June 3rd - 18th

Impressions: 617,680
Engagements: 6,713
Clicks: 25,306
CTR: 2.67%

Insights:

Overall, this campaign saw some great highlights for the 3 weeks the ads were live in market. These included an outstanding reach of 238,016 with 6,713 engagements explaining the 2.67% click through rate. The ads reached the appropriate audience, and generated engagement among the selected demographics.

Recommendations:

For future campaigns, there were limited creative assets available for the event which could cause creative fatigue throughout the lifespan of the campaign. One suggestion would be to test different media types (carousel, video) and use creative assets that illustrate the event experience which may increase engagement, CTR and CPC.



Organic Social Performance & Highlights

Timing: June 3rd - 18th

Channels Promoted To:

- Facebook
- Instagram
- Twitter

Total Organic:

- Posts: 6
- Impressions: 21,338
- Engagements: 213
Engagement Rate (per impression) : 1%
- Link Clicks: 32

Top Organic Post



The image shows a Facebook post from 'Visit Hilton Head' published by Sprout Social on May 25. The post features a promotional graphic for a 'JUNETEENTH CELEBRATION' at 'HISTORIC MITCHELVILLE FREEDOM PARK'. The graphic includes a circular portrait of Mr. Joseph McGill, a man in a military-style cap and glasses. The text on the graphic reads: 'CAMPING EXPERIENCE ON HILTON HEAD ISLAND w/ Joseph McGill', 'JUNE 16 | 6PM-6AM', 'ADULTS \$35 | STUDENTS/CHILDREN \$25 LIMITED TENT RENTALS \$25', 'CAMPFIRE DINNER INCLUDED', and 'FOR DETAILS, VISIT EXPLOREMITCHELVILLE.ORG OR CALL 843-255-7301'. The Facebook post text says: 'Historic Mitchelville Freedom Park will be welcoming Mr. Joseph McGill for an over night camp-out to kick off the #Juneteenth celebrations. This in-person experience will include an overnight camp-out with Joe McGill to include - a Walking Tour of Historic Mitchelville Freedom Park, the acclaimed Campfire Conversation, dinner featuring delectable delights of Lowcountry favorites and a personal sleeping tent, in case you need one although you're welcome to bring your own.' The post has 6 likes and 1 share, and includes a link: <https://bit.ly/3NDE7CG>.

Hilton Head Island-Bluffton Chamber of Commerce

eNews

Performance Highlights:

- 16 Total Emails
- 42,007 Total Email Recipients
- 52.55% Unique Open Rate
- 142 Unique Clicks

Organic Social

Performance Highlights:

- 4 Total Posts
- 797 Impressions
- 982 Reach
- 4.90% Engagement Rate

Garden & Gun

Garden & Gun Media Partnership

In partnership with Hilton Head Island, *Garden & Gun* produced a compelling digital campaign that showcased the island's vibrant culinary scene and linked back to the events calendar on HiltonHeadIsland.org. Multiple winter and early spring events were highlighted along with overall destination brand messaging. The program encouraged readers to plan a trip to America's Favorite Island® to experience all the destination has to offer.

Details

- Campaign Run Dates: January 18 – February 28, 2022
- Social media campaign on *Garden & Gun* Facebook, Instagram and Twitter platforms
- Sponsored Skillet Enewsletter
- [GardenandGun.com](https://www.gardenandgun.com) run of site banner ads

Results

- Total Reach: 1.4M+
- Social & Digital
 - Engagements: 4K
 - Link clicks: 1.8K
- Enewsletter
 - Distribution: 63K+
 - Open Rate: 56%
 - CTOR: 15%





PROGRAM PROMOTION

NEWSLETTER

SPONSORED SKILLET

Sponsorship of the entire newsletter

- Deploy date: January 20, 2022
- Impressions: 63K+
- Open Rate: 66%
- CTR: 15%
- Ad CTR: 2%

PROGRAM PROMOTION

FACEBOOK



02/08/22 FACEBOOK POST

RESULTS
@GARDENANDGUN

372K+
IMPRESSIONS

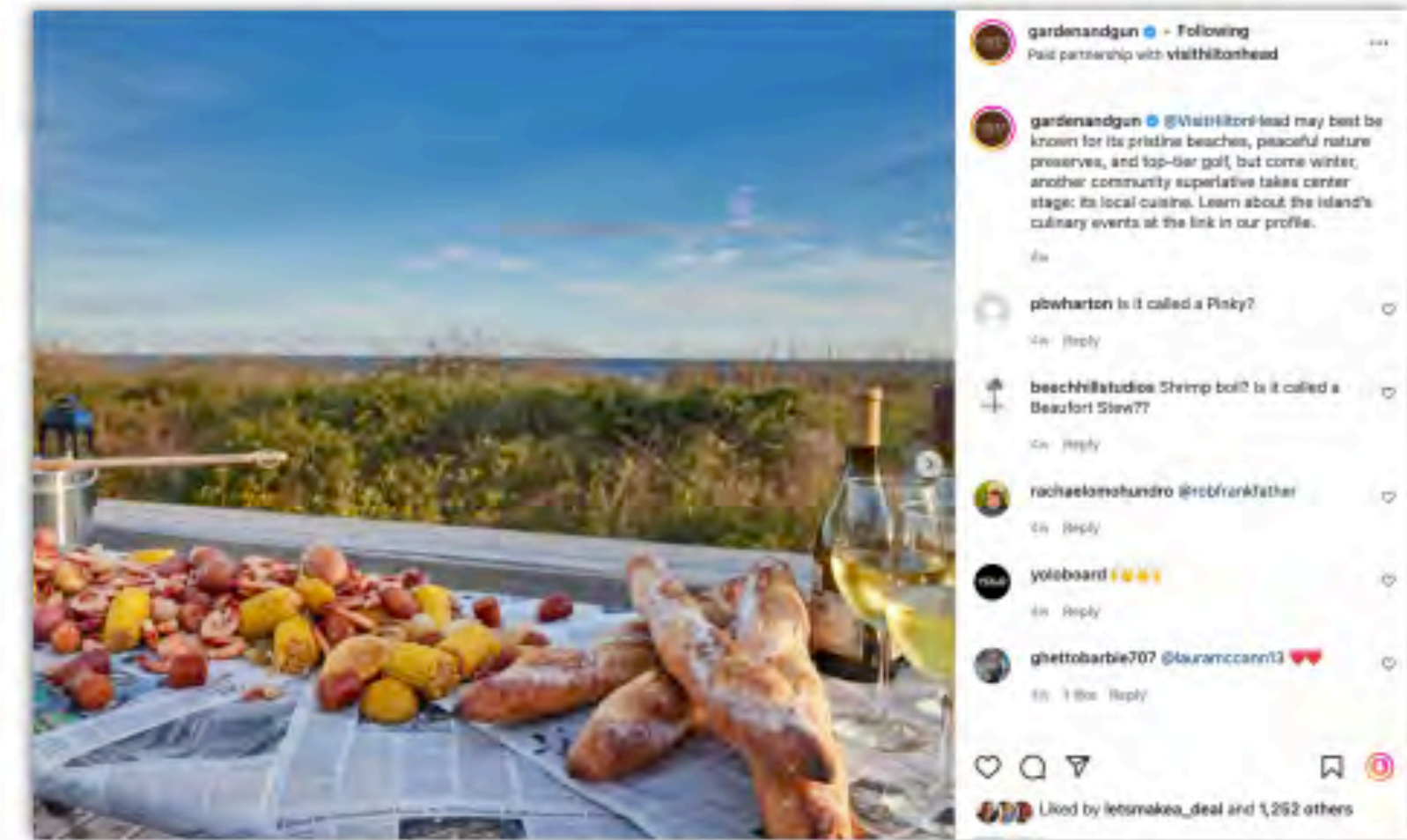
2.5K+
ENGAGEMENTS

1,169
LINK CLICKS

0.68%
ENGAGEMENT RATE

PROGRAM PROMOTION

INSTAGRAM



02/08/22 INSTAGRAM POST

RESULTS
@GARDENANDGUN

59K+
IMPRESSIONS

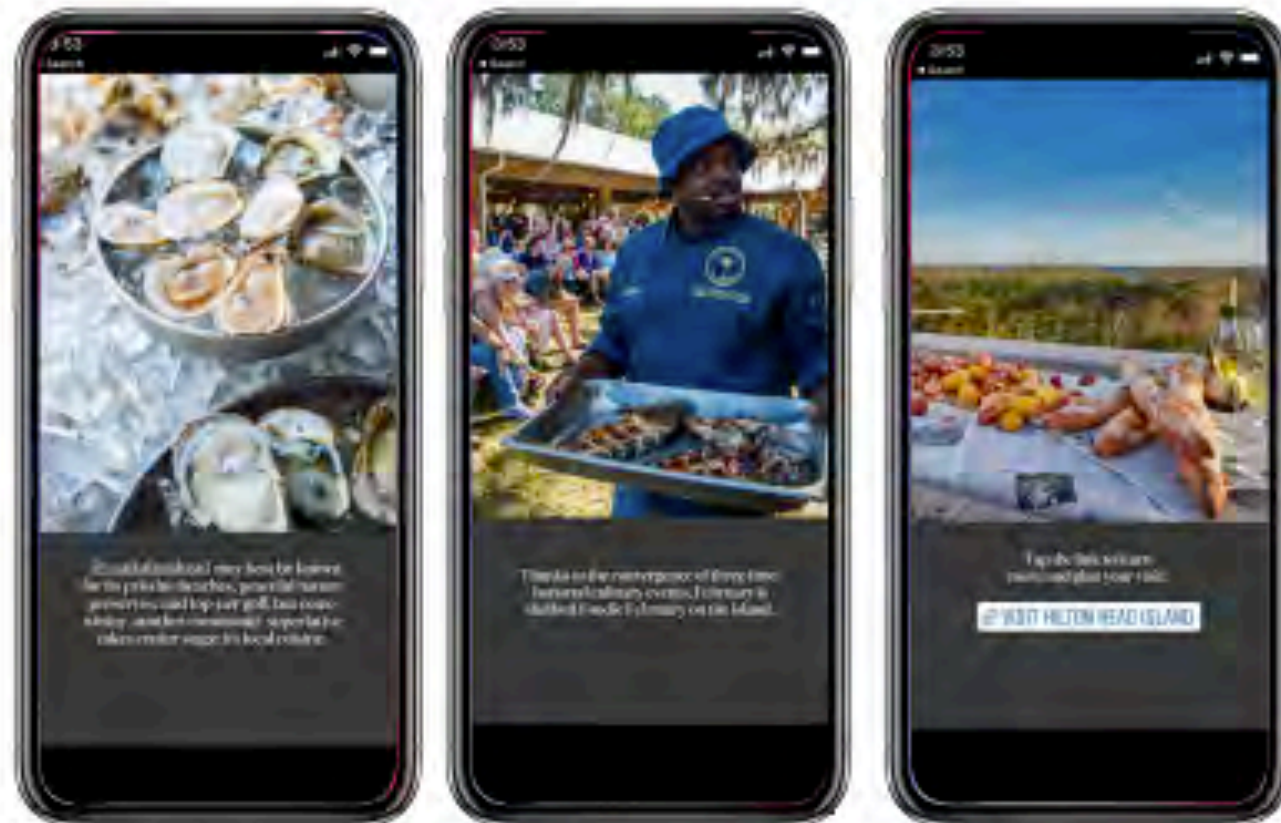
1.4K+
ENGAGEMENTS

85
LINK CLICKS

3.15%
ENGAGEMENT RATE

PROGRAM PROMOTION

INSTAGRAM STORY



02/08/22 INSTAGRAM STORY

RESULTS
@GARDENANDGUN

18.4K+
IMPRESSIONS

42
ENGAGEMENTS

31
LINK CLICKS

0.23%
CTR

PROGRAM PROMOTION

TWITTER



02/08/22 TWITTER POST

RESULTS
@GARDENANDGUN

3.1K+
IMPRESSIONS

53
ENGAGEMENTS

21
TOTAL LINK CLICKS

1.69%
ENGAGEMENT RATE

Full Time Travel

Full Time Travel Media Partnership

As part of a larger destination media buy with Full-Time Travel, a portion of the buy was used to highlight our winter and spring festival and events including a link out to the partner.

Details:

- Campaign Dates: January 20-February 31, 2022
- Podcast with Andrew Carmines
- Sponsored Newsletter, My Hometown with Andrew Carmines
- Hosted Media & Travel Advisors during Seafood Festival

Results:

- [Podcast Distribution](#): 10K
- [Sponsored Newsletter Distribution](#): 100K
- Open Rate: 27.50%
-



ESTIMATED TOTAL IMPACT OF TOURISM IN HILTON HEAD ISLAND ON BEAUFORT COUNTY, SOUTH CAROLINA 2021

MARCH 11, 2022

DANIEL GUTTENTAG, PH.D.

MELINDA PATIENCE



COLLEGE *of*
CHARLESTON

SCHOOL OF BUSINESS

OFFICE OF TOURISM ANALYSIS

66 GEORGE ST. | CHARLESTON, SC 29424-0001 | OTA.COFC.EDU

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Introduction

This study estimates the economic impact generated by tourism to the Town of Hilton Head Island in the year 2021. It examines the impact of such tourism on the broader economy of Beaufort County, South Carolina, and takes into account the direct spending of the visitors along with the positive secondary effects of such expenditures. The analysis entailed individually estimating the economic impacts associated with various tourist segments, as classified by the visitors’ lodging type – villa rental, hotel, timeshare, second homeowners and their non-paying guests, and same-day visitors – and then summing them together for an overall total.

This analysis was conducted by Dr. Daniel Guttentag and Melinda Patience of the Office of Tourism Analysis, which is part of the Hospitality and Tourism Management Department in the School of Business at the College of Charleston.

Methodology

The economic impact estimations undertaken for this analysis involved various steps and diverse data. Initially, visitor volume estimates for each lodging type were produced using data on lodging demand, as provided by various third-party entities (e.g., STR and DestiMetrics), combined with visitor behavior data that is collected via a Visitor Profile Survey. The estimated total number of visitors in each segment for 2021 can be observed in Table 1. These figures then were used to estimate the total direct visitor spending associated with each segment. Such spending estimates also relied upon visitor expenditure data collected as part of the previously mentioned Visitor Profile Survey, which asks respondents about

their spending in over a dozen categories (e.g., lodging, food, transportation, and activities). The list of expenditure categories, and the total estimated direct expenditure in each category for 2021, can be observed in Table 2.

The previously described data subsequently were used to determine average per-person expenditures. These figures were combined with the estimated visitor counts and used as inputs for a regional economic impact modelling tool, IMPLAN. IMPLAN is an input-output (IO) model that uses regionalized economic data and other information to determine economic output that accounts for direct expenditure and the secondary benefits of such expenditure (indirect and induced impacts). The model further estimates labor impacts and tax revenues.

Table 1. Number of HHI Visitors

Segment	Visitors
Villa Rental	962,686
Hotel	508,977
Timeshare	481,934
Second Homeowner	719,302
Non-Paying Guests	186,667
Day Trip	267,290
Total Visitors	3,126,856

The following metrics, as estimated by the economic impact model, are covered within this report:

- **Employment:** The number of jobs in the region supported by the economic activity, which involves an industry-specific mix of full-time, part-time, and seasonal employment. Seasonal jobs are adjusted to annual equivalents.

Table 2. 2021 Estimated Total Spend by Spending Category

Category	Totals
Transportation (around the destination)	\$118,036,862
Lodging	\$789,416,087
Food – Dining Out	\$413,711,729
Food – Groceries	\$173,757,632
Shopping	\$222,969,080
Spas	\$36,774,965
Golf	\$73,878,603
Biking	\$34,922,859
Performance/Visual Arts	\$19,412,371
Festivals	\$15,653,261
Museums/Historical Tours	\$28,447,904
Boating/Sailing/Fishing	\$53,116,069
Nature-based Activities	\$18,579,413
Dolphin Tours	\$24,130,236
Tennis	\$11,763,489
Other Expenses	\$49,564,068
Total Expenditure	\$2,084,134,629

- **Labor income:** All forms of employment income, including employee compensation (wages and benefits) and proprietor income.
- **Output:** The total value of industry production, which for the service sector represents total sales, for the retail sector represents gross margins, and for the manufacturing sector represents sales minus inventory change.
- **Direct:** The initial effects to local industries that are directly receiving the expenditures of interest.
- **Indirect:** The secondary effects resulting from business-to-business purchases in the supply chain occurring throughout the region, as triggered by or in support of the direct expenditure activity.
- **Induced:** The ripple effects in the region resulting from household spending of

income, after the removal of taxes, savings, and commuters.

- **Taxes:** These revenues take into account a variety of taxes including sales tax, property tax, and income tax. These figures do not account for tourism taxes, such as accommodation taxes.

Results

Compared to 2020, which was wholly defined by the COVID-19 pandemic, the year 2021 marked a significant shift back towards normalcy for the hospitality and tourism sector, and for society more broadly. This shift closely paralleled the rollout of widespread public vaccination early in the year. Nevertheless, the ongoing pandemic continued to influence travel behavior, with the rebound in tourism led by leisure travelers, who were largely attracted to non-urban destinations with opportunities for

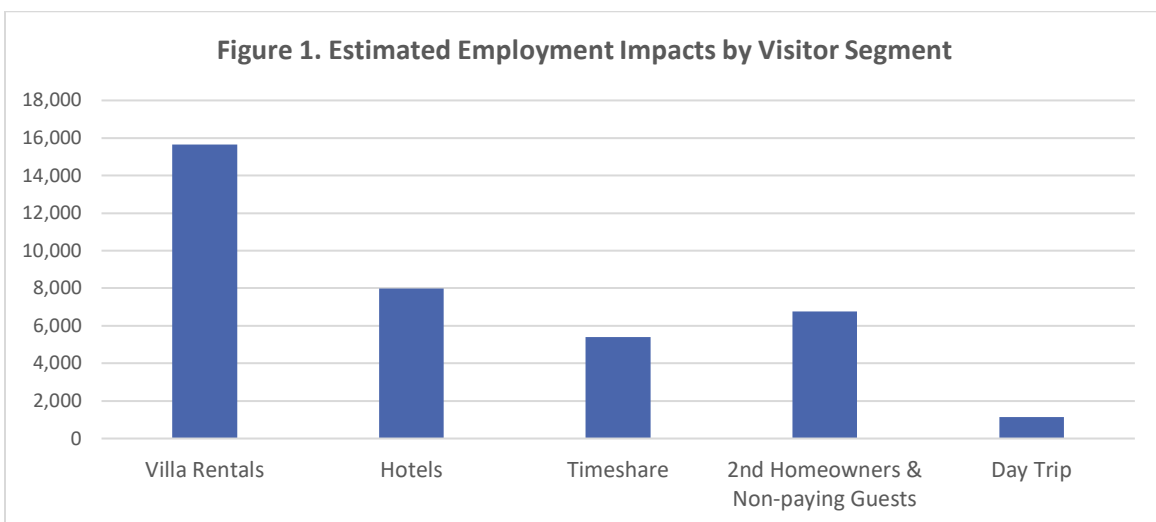
outdoor recreation. Such trends were favorable for Hilton Head Island, which was able to attract a record-breaking number of visitors.

A total of **3.13 million visitors** came to Hilton Head Island in 2021, up 19.9% compared to 2020 and up 16.5% compared to 2019. The overall economic impact of this tourism for Beaufort County was **\$2.80 billion**, up 103.7% compared to 2020 and up 85.2% compared to 2019. This economic impact represents not just the direct expenditure by visitors, but also the secondary ripple effects of such economic activity that occur as tourism businesses spend operating funds and as tourism dollars are re-spent within the region. Hilton Head Island tourism also supported an estimated **36,919 jobs**, which represent 34.1% of all jobs in Beaufort County, as per employment data provided by the Bureau of Economic Analysis. Similar to the economic impact figure, this employment figure does not refer solely to jobs within the tourism sector, but rather to a combination of full-time, part-time, and seasonal jobs that are both directly and indirectly supported by the broader tourism economy and its secondary effects on non-tourism industries and enterprises. Impact estimates for each of the visitor segments are

presented in the Appendix (Tables A1 - A6), and the employment impacts are presented in Figure 1.

A total output multiplier for tourist spending was calculated using the model estimates. This multiplier represents the ratio of total economic impact to direct spending. The estimated output multiplier for Hilton Head Island tourism on Beaufort County was **1.34**. This signifies that every dollar spent by tourists on Hilton Head Island increased output in the overall Beaufort County economy by a total of \$1.34.

The tourist expenditures generated an estimated **\$29.53 million** in tax revenues for local Beaufort County governments. The Town of Hilton Head Island earned an additional **\$39.64 million** in accommodations tax, hospitality tax, and beach preservation fees, as reported by the Town of Hilton Head Island Revenue Services. Together, this **\$69.17 million** in tax revenue represents a Return on Tax Investment (ROTI) of 38.01, based on the \$1.82 million that was spent on destination marketing in 2021. In other words, each dollar spent by the Visitor & Convention Bureau yielded an estimated return of **\$38.01** in local tax revenue.



Appendix

Table A1. Villa Rental – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	12,605	\$356,054,411	\$837,915,772
Indirect	1,524	\$65,306,260	\$215,770,628
Induced	1,513	\$60,694,186	\$207,048,153
Total	15,641	\$482,054,857	\$1,260,734,553

Table A2. Hotel – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	6,495	\$144,752,275	\$402,067,778
Indirect	830	\$35,385,351	\$124,323,097
Induced	647	\$25,963,907	\$88,568,232
Total	7,973	\$206,101,532	\$614,959,107

Table A3. Timeshare – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	4,391	\$109,058,827	\$263,016,843
Indirect	532	\$22,563,787	\$79,182,588
Induced	472	\$18,933,404	\$64,587,907
Total	5,395	\$150,556,019	\$406,787,338

Table A4. Second Homeowner & Non-Paying Guests – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	5,589	\$110,389,574	\$275,255,540
Indirect	670	\$27,741,691	\$104,773,740
Induced	495	\$19,856,784	\$67,735,333
Total	6,754	\$157,988,049	\$447,764,613

Table A5. Day Trip – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	971	\$18,918,457	\$41,632,528
Indirect	101	\$4,132,010	\$15,698,167
Induced	84	\$3,352,104	\$11,433,305
Total	1,156	\$26,402,571	\$68,763,999

Table A6. Total, All Segments – Estimated Economic Impact on Beaufort County

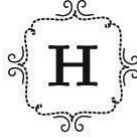
	Employment	Labor Income	Output
Direct	30,051	\$739,173,544	\$1,819,888,461
Indirect	3,657	\$155,129,098	\$539,748,220
Induced	3,211	\$128,800,386	\$439,372,930
Total	36,919	\$1,023,103,028	\$2,799,009,611
Estimated Local Tax Revenue			\$29,534,406
Local Tourism Tax Revenue (ATax, HTax, and Beach Preservation Fees)			\$39,644,871
Total Estimated Local Tax Revenue			\$69,179,277

Table A7. Top 50 Industries Impacted by HHI Tourism

	Industry	Output
1	Non-hotel accommodations	\$633,231,853
2	Full-service restaurants	\$435,199,453
3	Hotels and motels, including casino hotels	\$156,220,079
4	Other real estate	\$154,688,231
5	Miscellaneous store retailers	\$128,227,864
6	Fitness and recreational sports centers	\$122,471,805
7	Transit and ground passenger transportation	\$118,565,382
8	Owner-occupied dwellings	\$71,371,460
9	Food and beverage stores	\$67,897,954
10	Water transportation	\$53,628,381
11	Museums, historical sites, zoos, and parks	\$47,254,094
12	Management of companies and enterprises	\$46,953,174
13	Personal care services	\$39,151,567
14	Scenic and sightseeing transportation and support activities for transportation	\$37,884,118
15	Monetary authorities and depository credit intermediation	\$28,979,733
16	All other food and drinking places	\$28,939,460
17	Electric power transmission and distribution	\$21,795,792
18	Insurance agencies, brokerages, and related activities	\$21,597,106
19	Offices of physicians	\$21,465,194
20	Other amusement and recreation industries	\$20,302,286
21	Performing arts companies	\$19,510,623
22	Other local government enterprises	\$19,135,009
23	Services to buildings	\$18,544,909
24	Limited-service restaurants	\$18,019,640
25	Legal services	\$17,847,050
26	Maintenance and repair construction of nonresidential structures	\$16,551,900
27	Hospitals	\$14,705,175
28	Employment services	\$14,381,081
29	Other financial investment activities	\$13,063,864
30	Management consulting services	\$12,338,119
31	Securities and commodity contracts intermediation and brokerage	\$11,861,162
32	Advertising, public relations, and related services	\$10,893,553
33	General merchandise stores	\$10,369,992
34	Non-depository credit intermediation and related activities	\$9,961,576
35	Postal service	\$9,865,494
36	Accounting, tax preparation, bookkeeping, and payroll services	\$9,804,885
37	Tenant-occupied housing	\$9,675,986
38	Waste management and remediation services	\$9,662,874
39	Automotive repair and maintenance, except car washes	\$9,534,069
40	Landscape and horticultural services	\$9,408,689

Impact of Tourism in HHI on Beaufort County, 2021

Industry		Output
41	Fossil fuel	\$9,252,322
42	Non-store retailers	\$8,678,487
43	Radio and television broadcasting	\$8,203,622
44	Nursing and community care facilities	\$6,583,933
45	Car washes	\$6,440,816
46	Clothing and clothing accessories stores	\$6,071,317
47	Building material and garden equipment and supplies stores	\$6,014,177
48	Other durable goods merchant wholesalers	\$5,865,529
49	Motor vehicle and parts dealers	\$5,783,823
50	Offices of dentists	\$5,709,387



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

**Board of Directors Meeting
August 23, 2022**

2023 Town of Hilton Head Island Supplemental ATAX Grant Request

The Hilton Head Island-Bluffton Chamber of Commerce is requesting a supplemental grant from the Town of Hilton Head Island in the amount of \$710,000.

The grant is broken down as follows:

- \$100,000 Arts & Culture
- \$ 75,000 Heritage Tourism
- \$ 75,000 Wellness Tourism
- \$100,000 Festival & Events
- \$100,000 Meetings & Group
- \$210,000 Destination Golf Marketing

Cook asked for a motion to approve the supplemental grant in the amount of \$710,000. The motion was made by Graham, seconded by Beck and unanimously approved.



Hilton Head Island Visitor Profile Survey

2021

Melinda Patience
Daniel Guttentag, Ph.D.



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE



COLLEGE of
CHARLESTON

SCHOOL OF BUSINESS

OFFICE OF TOURISM ANALYSIS

PREPARED FOR:

HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

BY:

OFFICE OF TOURISM ANALYSIS
SCHOOL OF BUSINESS
COLLEGE OF CHARLESTON

66 GEORGE STREET | CHARLESTON, SC 29424
843.953.1996 | OTA.COFC.EDU | PATIENCEM@COFC.EDU

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EXECUTIVE SUMMARY

SAMPLE DEMOGRAPHICS

Baby Boomers represented 49.9% of the respondents, followed by Gen X (22.0%), and then Millennials (21.8%). Over 56% of those surveyed had a Bachelor's degree or higher, and more than 50% had an annual household income of \$100,000 or more per year. Also, just over three-fourths of the respondents were married. Based on a comparison with the prior survey, these characteristics suggest a trend towards younger travelers visiting the area.

POINT OF ORIGIN

The respondents resided in 380 geographical areas / MSAs (Metropolitan Statistical Areas) throughout the US, stretching from east to west coast. More respondents resided in Ohio than any other state (11.3%). Second was Pennsylvania (7.1%), followed then by New York (6.2%), Georgia (5.9%), North Carolina and California (4.7% each), Florida (4.0%), and then Virginia (3.8%). In-state visitors did not make up a significantly large portion of the respondents (3.3%).

According to a market penetration analysis, the following MSAs were major markets amongst respondents: New York-Newark-Jersey City, NY-NJ-PA; Atlanta-Sandy Springs-Roswell, GA; Philadelphia-Camden-Wilmington, PA-NJ-DE-MD; Pittsburgh, PA; Washington-Arlington-Alexandria, DC-VA-MD-WV; Cleveland-Elyria, OH; Los Angeles-Long Beach-Anaheim, CA; and Cincinnati, OH-KY-IN.

Canada remains the top international origin market amongst respondents (49.3%), followed by Europe (17.3%) and Asia (9.3%).

THOSE WHO TRAVELED TO HILTON HEAD ISLAND

The top three reasons for choosing Hilton Head Island as a destination continue to be visiting beaches (75.4%), relaxation (51.5%), and spending time with family (46.6%), followed by biking (16.4%), golf (13.7%), and culinary experiences (12.2%). The activities in which visitors actually participated are similar to the previously mentioned activities, and also include shopping, nature-based activities, and water excursions.

Of those surveyed, 38.5% of overnight visitors and 57.8% of day trip visitors indicated they had visited Hilton Head Island, SC for the first time, suggesting that the destination continues to appeal to new visitors.

TRIP CHARACTERISTICS

The average group size of those surveyed was 3.8 for overnight visitors and 2.1 for day trip visitors. The main mode of transportation to the island continues to be personal/family car (67.6%). However, flying into the destination increased notably from the prior survey (19.5% to 25.5%), with the proportion of visitors flying into Hilton Head Island Airport rising substantially (12.8% to 39.8%).

The average length of stay for those surveyed varied by segment; those staying in villa rentals stayed approximately 7.9 nights, hotel visitors stayed 5.5 nights, timeshare visitors stayed 8.3 nights, and second homeowners stayed 10.4 nights. The overall average was 6.7 nights.

Home/villa rental continues to be the most popular choice of accommodation for overnight visitors (37.2%), followed by resorts (20.9%), hotels (15.0%), timeshares (14.2%), and second homes (4.3%).



TRAVEL PLANNING

VRBO remains by far the most popular online booking platform for villas/homes (34.2%), followed by local vacation rental companies (22.9%) and the local resorts' online booking platforms (e.g., Sea Pines, Palmetto Dunes) (15.1%). The percentage of respondents booking via Airbnb increased significantly from the prior survey (2.4% to 10.0%).

Other destinations like the Outer Banks, NC; Myrtle Beach, SC; and Gulf Shores, AL remain competitors for Hilton Head Island as alternative beach destinations. The top competing city market was Charleston, SC.

Top reasons for choosing to visit Hilton Head Island were previous visitation (60.0%), beach destination (49.7%), word-of-mouth/recommendation (24.1%), within driving distance of home (23.9%), and wanting to visit somewhere safe during/after COVID-19 (19.0%).

Of those visitors surveyed, 89.3% indicated an intention to return to visit Hilton Head Island.

NON-VISITORS

Of those who indicated not to have traveled at all or not to have traveled to the Hilton Head Island / Bluffton area in the past 12 months (N=860), just 38.6% had never visited the Hilton Head Island / Bluffton area before, and 48.8% had visited one to five times before.

Of those non-visitors, 37.6% traveled elsewhere, 2.9% found it too expensive, 2.0% mentioned health reasons, 2.0% were hesitant because of unpredictable weather events, 1.5% did not travel at all, and 0.9% did not find what they were looking for. Over 26% stated the COVID-19 pandemic kept them from visiting the Hilton Head Island / Bluffton area. Of those who did not visit the Hilton Head Island / Bluffton area, alternative destinations in the Southeast (26.9%) and Midwest (10.5%) were the most popular. Nonetheless, 49% of the non-visitors indicated they had plans to visit the Hilton Head Island / Bluffton area within one year.

TRAVEL BEHAVIOR

Looking at the travel behavior of both visitors and non-visitors together, the majority (56.6%) take two to four leisure/vacation trips per year, and they are most likely to travel between May and October.

The top five most appealing experiences for leisure trips/vacation were: beaches (91.3%), relaxation & rejuvenation (88.8%), passive outdoor adventures (76.7%), historical attractions (73.7%), and romantic couple-getaways (70.6%).

The following attributes were most important in choosing a leisure vacation: natural beauty of the destination (92.7%), ease of access (89.0%), quality of lodging and dining options (89.1% and 88.6%), affordability (87.6%), diversity of dining and lodging options (84.9% and 70.8%), and low traffic congestion (69.3%).





METHODOLOGY

The 2021 Visitor Profile Study (VPS) for the Hilton Head Island and Bluffton Area was conducted electronically. Between June 2021 and January 2022, emails were sent on a rolling basis to invite individuals to participate in the VPS. These individuals had previously visited www.hiltonheadisland.org or www.visitbluffton.org and submitted their email addresses, and they were generally contacted following their anticipated dates of visitation. In addition, invitations to complete the survey were posted in January 2022 on the social media channels of the Hilton Head Island Visitor & Convention Bureau and Explore Bluffton.

A total of 2,084 completed surveys were collected. This report is based largely on the 1,040 respondents who visited Hilton Head Island as an overnight or day trip, along with individuals who did not travel at all or did not travel to Hilton Head Island / Bluffton.

This report presents the results of the present study, together with comparative results from the last time this study was completed, in 2020. Because the prior (2020) report looked at visitation that occurred primarily in 2019, such results are labelled as “2019” throughout this report, rather than as “2020,” which is how they were labelled in the prior report. Likewise, the data from the current survey are labelled as 2021 because the vast majority of these respondents visited in 2021. When 2019 data is not presented, it is because the question was not asked in the previous survey.

The table below shows the visitor estimates for Hilton Head Island by segment for 2019 and 2021. The estimates are based on secondary data for hotel, timeshare, and villa visitors, as well as primary data collected regarding second homeowners, their guests, and day trippers.

Visitor Segment	2019	2021	Change (%)
Villa/Home Rentals	755,953	962,686	27.3%
Hotels/Resorts	473,679	508,977	7.5%
Timeshares	454,093	481,934	6.1%
Second Homeowners	613,216	719,302	17.3%
Non-paying Guests	159,137	186,667	17.3%
Day trippers	228,250	267,290	17.1%
Total Visitors	2,684,328	3,126,856	16.5%

Table 1: Visitor Estimates for 2019 and 2021



SURVEY FINDINGS

SAMPLE DEMOGRAPHICS

	2019	2021
Gender		
Female	67.4%	62.5%
Male	32.6%	37.4%
Self-identify	-	0.1%
Marital Status		
Married	76.7%	76.7%
Single	8.5%	9.2%
Divorced	7.4%	7.7%
Living as Married	3.8%	-
Widowed	3.1%	5.3%
Separated	0.5%	1.1%
Education (highest level completed)		
Grade School	0.2%	0.7%
High School	8.0%	8.0%
Some College	19.6%	20.9%
Associates Degree (2 years)	13.1%	13.6%
Bachelor's Degree (4 years)	31.5%	32.9%
Graduate Degree (Post degree/MA)	26.9%	23.8%
Age		
19 years or younger	0.1%	0.1%
20 to 29 years	0.9%	10.5%
30 to 39 years	5.9%	16.5%
40 to 49 years	15.3%	12.6%
50 to 59 years	26.8%	18.7%
60 to 69 years	34.4%	25.8%
70 years and over	15.9%	14.5%
Not Applicable	0.6%	1.4%
Household Income		
Under \$24,999	1.4%	2.3%
\$25,000-\$34,999	1.8%	6.3%
\$35,000-\$49,999	5.5%	7.7%
\$50,000-\$74,999	12.6%	15.7%
\$75,000-\$99,999	14.6%	17.7%
\$100,000-\$149,999	22.1%	24.6%
\$150,000-\$199,999	11.3%	13.0%
\$200,000-\$249,999	5.8%	5.9%
\$250,000 or more	6.2%	6.8%
Not Applicable	18.8%	-
N	1,682	1,884

Table 2: Demographics

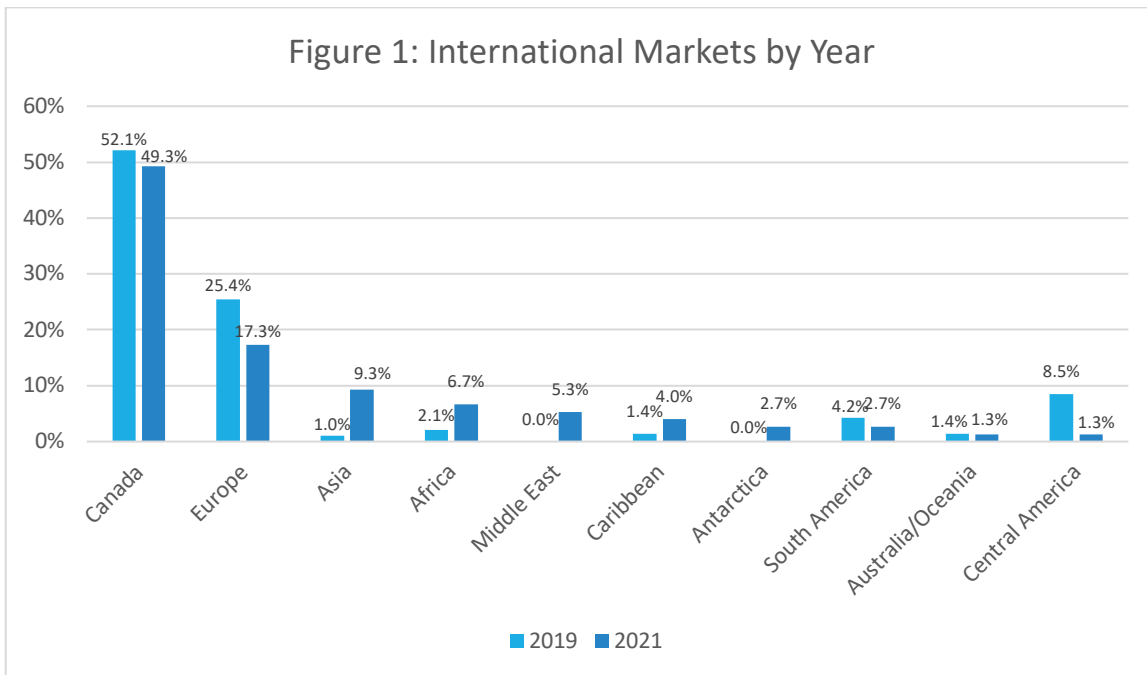
SAMPLE POINT OF ORIGIN

ZIP Code Analysis – Top 30 MSAs

	Metropolitan Area	Sum MSA	Percent MSA Share
1	New York-Newark-Jersey City, NY-NJ-PA	83	5.7%
2	Atlanta-Sandy Springs-Roswell, GA	49	3.4%
3	Chicago-Naperville-Elgin, IL-IN-WI	38	2.6%
4	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	38	2.6%
5	Pittsburgh, PA	35	2.4%
6	Washington-Arlington-Alexandria, DC-VA-MD-WV	32	2.2%
7	Cleveland-Elyria, OH	31	2.1%
8	Los Angeles-Long Beach-Anaheim, CA	30	2.1%
9	Cincinnati, OH-KY-IN	29	2.0%
10	Boston-Cambridge-Newton, MA-NH	25	1.7%
11	Columbus, OH	25	1.7%
12	Detroit-Warren-Dearborn, MI	23	1.6%
13	Dallas-Fort Worth-Arlington, TX	22	1.5%
14	Charlotte-Concord-Gastonia, NC-SC	19	1.3%
15	Indianapolis-Carmel-Anderson, IN	18	1.2%
16	St. Louis, MO-IL	15	1.0%
17	Youngstown-Warren-Boardman, OH-PA	15	1.0%
18	Minneapolis-St. Paul-Bloomington, MN-WI	14	1.0%
19	Buffalo-Cheektowaga-Niagara Falls, NY	13	0.9%
20	Louisville/Jefferson County, KY-IN	13	0.9%
21	Baltimore-Columbia-Towson, MD	12	0.8%
22	Nashville-Davidson--Murfreesboro--Franklin, TN	12	0.8%
23	Augusta-Richmond County, GA-SC	11	0.8%
24	Miami-Fort Lauderdale-West Palm Beach, FL	11	0.8%
25	Omaha-Council Bluffs, NE-IA	11	0.8%
26	Raleigh, NC	11	0.8%
27	Akron, OH	10	0.7%
28	Denver-Aurora-Lakewood, CO	10	0.7%
29	Kansas City, MO-KS	10	0.7%
30	Providence-Warwick, RI-MA	10	0.7%
	Other	780	53.6%
	Total	1,455	

Table 3: ZIP Code Analysis – Top 30 MSAs

International Markets

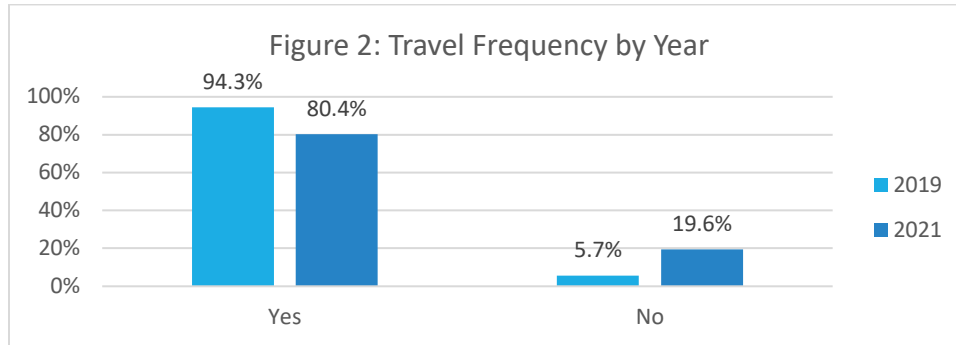


	2019	2021
Canada	52.1%	49.3%
Europe	25.4%	17.3%
Asia	1.0%	9.3%
Africa	2.1%	6.7%
Middle East	0.0%	5.3%
Caribbean	1.4%	4.0%
Antarctica	0.0%	2.7%
South America	4.2%	2.7%
Australia/Oceania	1.4%	1.3%
Central America	8.5%	1.3%
N	71	75

Table 4: International Markets by Year

TRAVEL TO THE HILTON HEAD ISLAND / BLUFFTON AREA

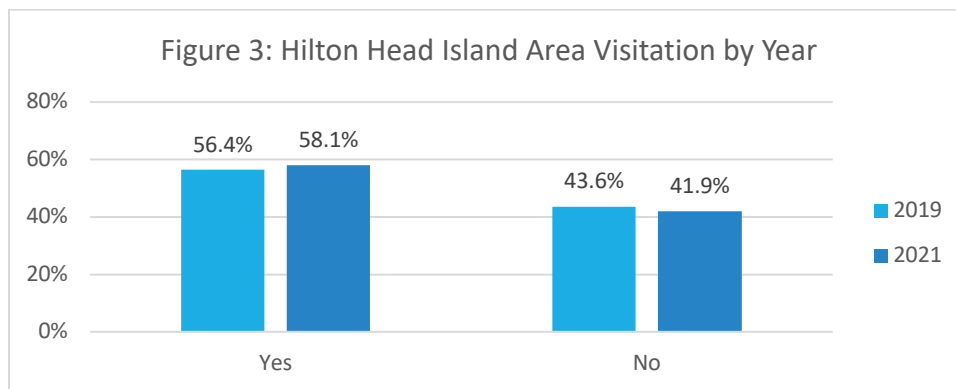
Within the last 12 months have you traveled or taken a vacation?¹



	2019	2021
Yes	94.3%	80.4%
No	5.7%	19.6%
N	1,684	2,084

TABLE 5: Travel Frequency by Year

Did you visit Hilton Head Island, SC or Bluffton, SC in the last 12 months?¹



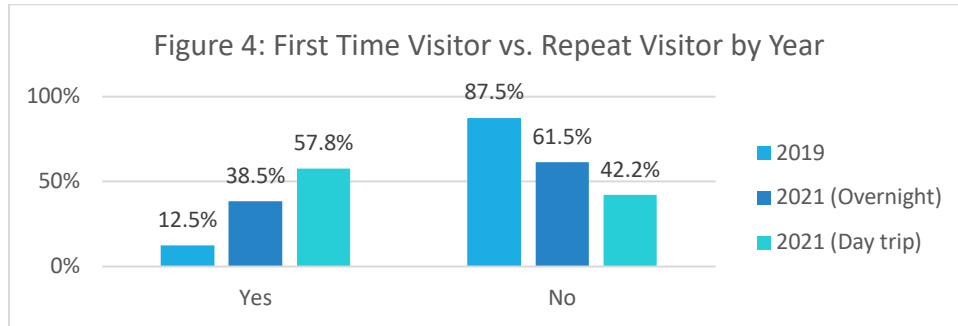
	2019	2021
Yes	56.4%	58.1%
No	43.6%	41.9%
N	1,713	2,084

TABLE 6: Hilton Head Island Area Visitation by Year

¹ In the previous report, these questions asked about the last 18 months instead of the last 12 months.

HILTON HEAD ISLAND VISITORS

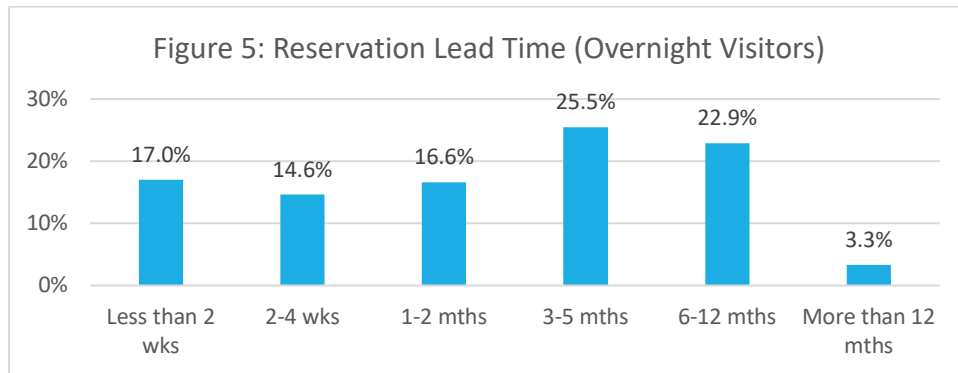
Was that your first time visiting Hilton Head Island?



	2019	2021 (Overnight)	2021 (Day trip)
Yes	12.5%	38.5%	57.8%
No	87.5%	61.5%	42.2%
N	946	991	45

TABLE 7: First Time Visitor vs. Repeat Visitor by Year

Approximately how long before your trip to Hilton Head Island did you make your first reservation (e.g., accommodation, transportation, etc.)?



Less than 2 weeks	17.0%
2 weeks to 4 weeks	14.6%
1 to 2 months	16.6%
3 to 5 months	25.5%
6 to 12 months	22.9%
More than 12 months	3.3%
N	991

TABLE 8: Reservation Lead Time

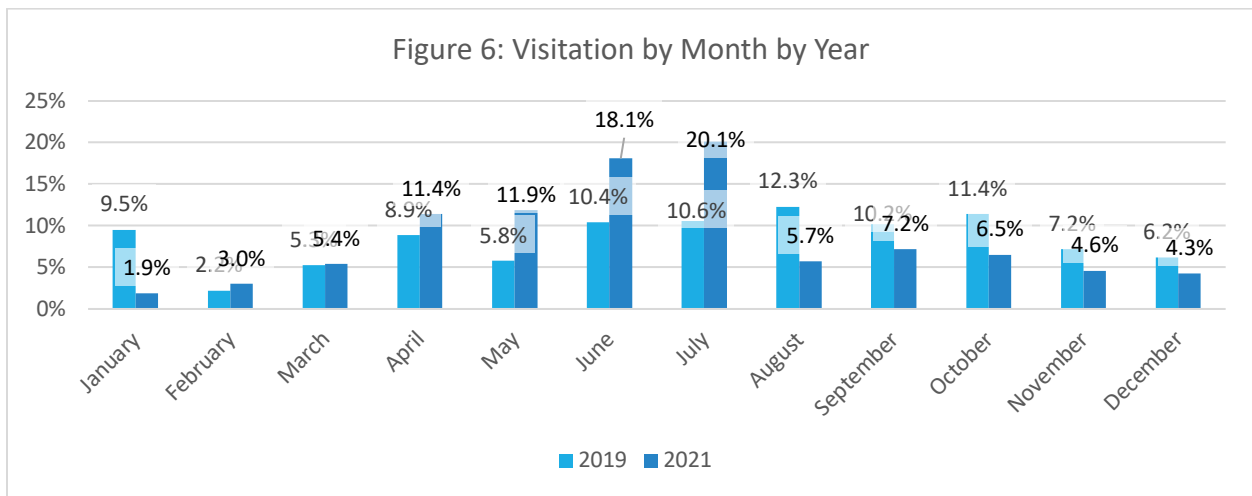
When did you make your most recent trip to Hilton Head Island?

	2020 Report	Current report (Overnight)	Current report (Day trip)
2018	12.9%		
2019	77.8%		
2020	9.3%	14.1%	26.5%
2021		85.9%	73.5%
N	951	1,040	34

TABLE 9: Visitation Year by Year

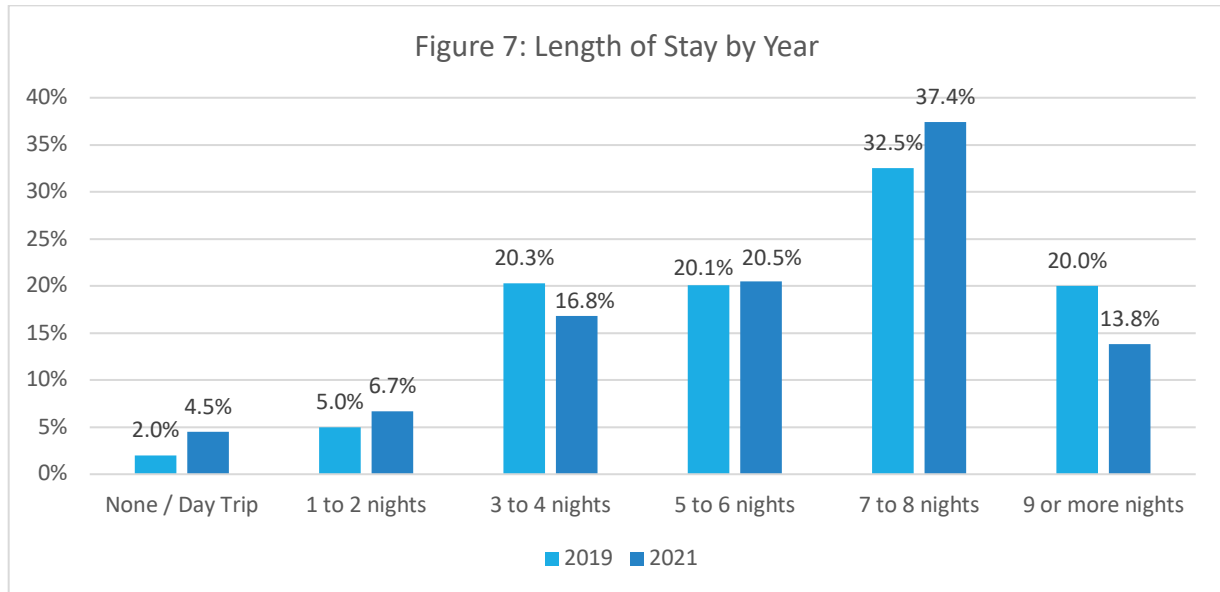
	2020 Report	Current report (Overnight)	Current report (Day trip)
January	9.5%	1.9%	0.0%
February	2.2%	3.0%	2.9%
March	5.3%	5.3%	8.6%
April	8.9%	11.5%	5.7%
May	5.8%	12.0%	5.7%
June	10.4%	17.8%	31.4%
July	10.6%	20.0%	25.7%
August	12.3%	5.8%	2.9%
September	10.2%	7.2%	5.7%
October	11.4%	6.5%	8.6%
November	7.2%	4.7%	0.0%
December	6.2%	4.3%	2.9%
N	951	1,504	34

TABLE 10: Visitation by Month by Year



Note: For the previous survey, data collection occurred exclusively in January/February, whereas for the current report data collection occurred on a continuous basis from June onwards.

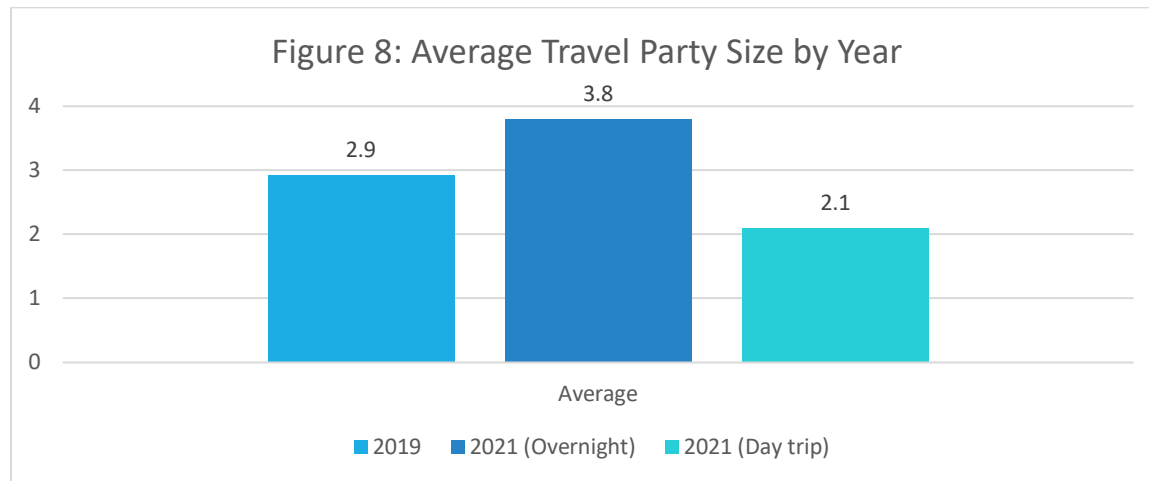
Approximately how many nights was your trip to Hilton Head Island?



	2019	2021
None/day trip only	2.0%	4.5%
1 night	1.9%	1.8%
2 nights	3.1%	4.9%
3 nights	10.3%	7.5%
4 nights	10.0%	9.3%
5 nights	7.7%	9.6%
6 nights	12.4%	10.9%
7 nights	30.4%	34.0%
8 nights	2.1%	3.4%
9 nights	2.3%	2.6%
10 nights	3.4%	3.1%
11 nights	0.5%	0.4%
12 nights	0.8%	0.9%
13 nights	0.6%	0.7%
14 nights	4.8%	4.2%
15 nights	0.5%	0.8%
More than 15 nights	7.1%	1.1%
N	950	996

TABLE 11: Length of Stay by Year

Please indicate how many people (including yourself) were in your travel party.



	2019	2021 (Overnight)	2021 (Day trip)
Average	2.9	3.8	2.1
N	951	995	45

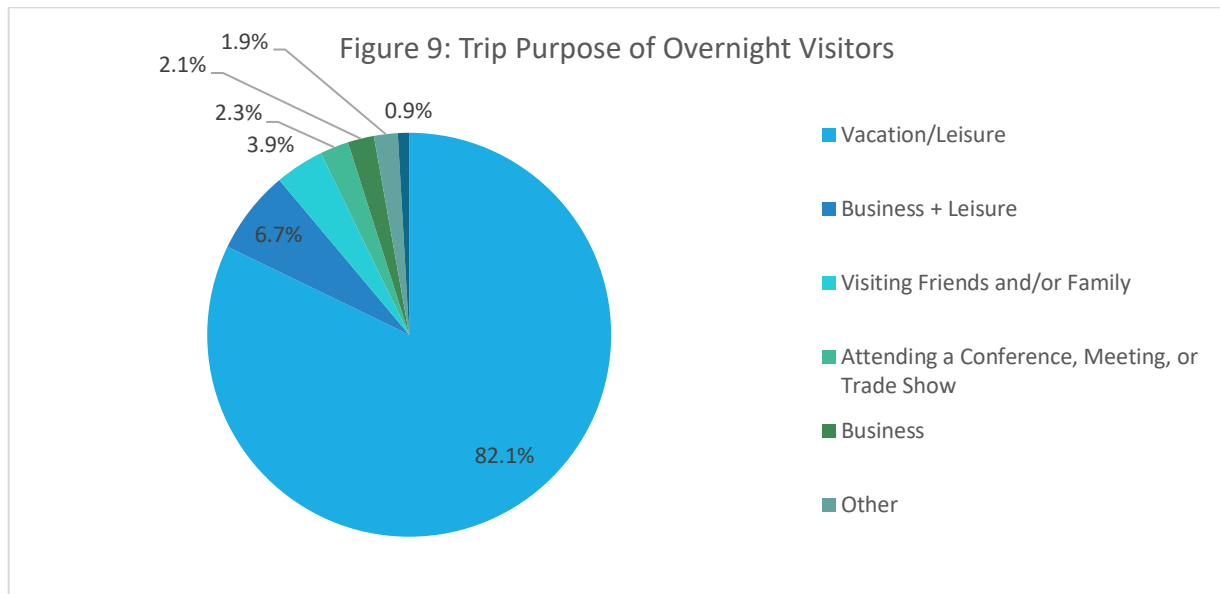
TABLE 12: Travel Party Size by Year

Please indicate by age category how many people were in your travel party.

Age		0	1	2	3	4	5	6 or more
Overnight	Under 18	62.0%	11.6%	12.8%	3.3%	1.4%	0.7%	1.4%
	18-24	77.1%	8.2%	4.2%	1.7%	0.7%	0.3%	1.1%
	25-34	71.5%	9.8%	7.4%	1.6%	1.0%	0.8%	0.8%
	35-44	67.1%	9.6%	11.8%	1.3%	1.1%	1.1%	0.9%
	45-54	68.3%	10.6%	12.0%	0.9%	0.6%	0.3%	0.3%
	55-64	61.8%	13.8%	15.5%	0.8%	0.8%	-	0.3%
	65+	61.2%	10.2%	19.1%	0.8%	1.1%	0.2%	0.4%
Day Trip	Under 18	75.6%	6.7%	8.9%	-	2.2%	-	-
	18-24	77.8%	11.1%	4.4%	-	-	-	-
	25-34	66.7%	2.2%	24.4%	-	-	-	-
	35-44	82.2%	6.7%	4.4%	-	-	-	-
	45-54	73.3%	6.7%	13.3%	-	-	-	-
	55-64	73.3%	11.1%	4.4%	-	2.2%	-	2.2%
	65+	73.3%	11.1%	8.9%	-	-	-	-

TABLE 13: Travel Party Ages by Year

What was the main purpose of your overnight visit to Hilton Head Island?



	2021
Vacation/Leisure	82.1%
Business + Leisure	6.7%
Visiting Friends and/or Family	3.9%
Attending a Conference, Meeting, or Trade Show	2.3%
Business	2.1%
Attending a Festival/Special Event, Performance, or Exhibit	0.9%
Other²	1.9%
N	995

TABLE 14: Trip Purpose of Overnight Visitors

² Other responses for trip purpose include research for relocation to HHI, golf or tennis tournament, birthday or anniversary trip.

Day Trip Visitors:

Was this visit part of an overnight vacation or a day trip from home?

Part of a vacation	57.8%
Day trip from home	42.2%
N	45

TABLE 15: Day Trip as Part of a Vacation or Day Trip from Home

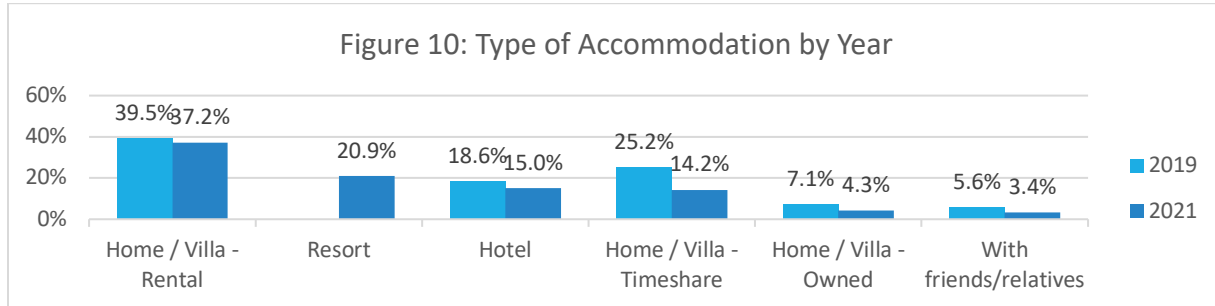
Where did you stay overnight?

Savannah	42.3%
Beaufort	19.2%
Charleston	19.2%
Tybee Island	7.7%
Fripp Island	3.8%
Jacksonville	3.8%
Other	3.8%
N	26

TABLE 16: Day Trip Visitors' Overnight Location

Overnight Visitors:

What was your primary form of accommodation while visiting Hilton Head Island?



	2019	2021
Home / Villa - Rental	39.5%	37.2%
Resort	-	20.9%
Hotel	18.6%	15.0%
Home / Villa - Timeshare	25.2%	14.2%
Home / Villa - Owned	7.1%	4.3%
With friends/relatives	5.6%	3.4%
RV park	1.1%	0.4%
Other	1.4%	0.3%
None – Day Trip only	1.7%	4.3%
N	951	1040

TABLE 17: Types of Accommodation by Year

What was the name of the Hotel/Resort where you stayed?

Hampton Inn	15.8%
Sonesta Resort	11.7%
Hilton Head Beach and Tennis Resort	5.8%
Disney's Hilton Head Island Resort	5.2%
The Westin Hilton Head Island Resort & Spa	4.5%
Marriott	4.1%
Hilton Grand Vacations Club	3.8%
Grand Hilton Head Inn	3.4%
Omni Hilton Head Resort	3.4%
Marriott Grande Ocean	3.1%
Other Hotels/Resorts	39.2%
N	291

TABLE 18: Top 10 Hotels or Resorts

Which of the following online platforms did you use to make your home/villa reservation?

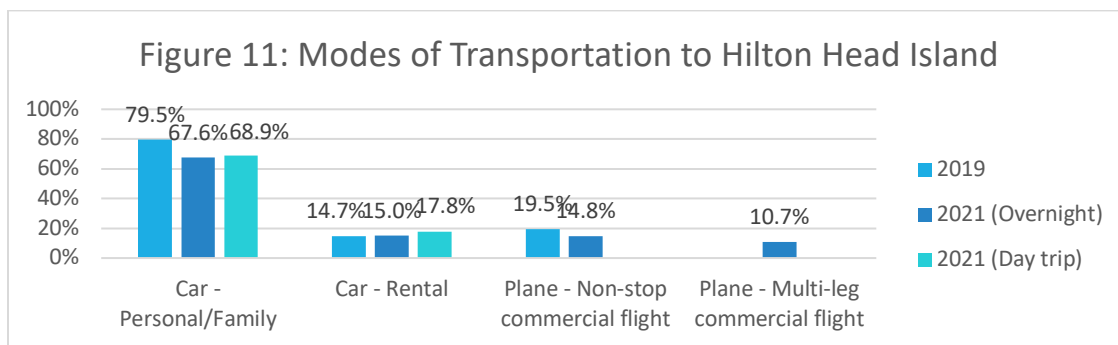
	2019	2021
VRBO	32.8%	34.2%
Local vacation rental company	22.7%	22.9%
Directly with the resort	11.2%	15.1%
Airbnb	2.4%	10.0%
Directly with owner		6.2%
Vacasa		4.9%
HomeAway		2.2%
Other	23.5%	1.6%
TurnKey		1.3%
Booking.com		0.3%
I don't remember	3.5%	0.8%
None		0.5%
N		371

TABLE 19: Booking Platforms for Home/Villa Rental

What type of transportation did you use to travel to Hilton Head Island?

	2019	2021 (Overnight)	2021 (Day trip)
Car - Personal/Family	79.5%	67.6%	68.9%
Car - Rental	14.7%	15.0%	17.8%
Plane - Non-stop commercial flight	19.5% ³	14.8%	-
Plane - Multi-leg commercial flight	-	10.7%	-
Personal RV	1.1%	2.2%	-
Motor Coach/Tour bus	0.0%	1.5%	6.7%
Plane - Private	0.2%	0.7%	13.3%
Other	0.6%	0.6%	-
N	953	995	45

TABLE 20: Modes of Transportation to Hilton Head Island



Visitors Arriving by Plane:

At which airport did you land?

	2019	2021
Savannah/Hilton Head Island International	69.5%	40.6%
Hilton Head Island	12.8%	39.8%
Charleston	9.2%	8.8%
Atlanta	2.8%	5.6%
Charlotte	1.4%	2.0%
Jacksonville	1.4%	2.0%
Other	2.8%	1.2%
N	114	251

TABLE 21: Arrival Airport by Year

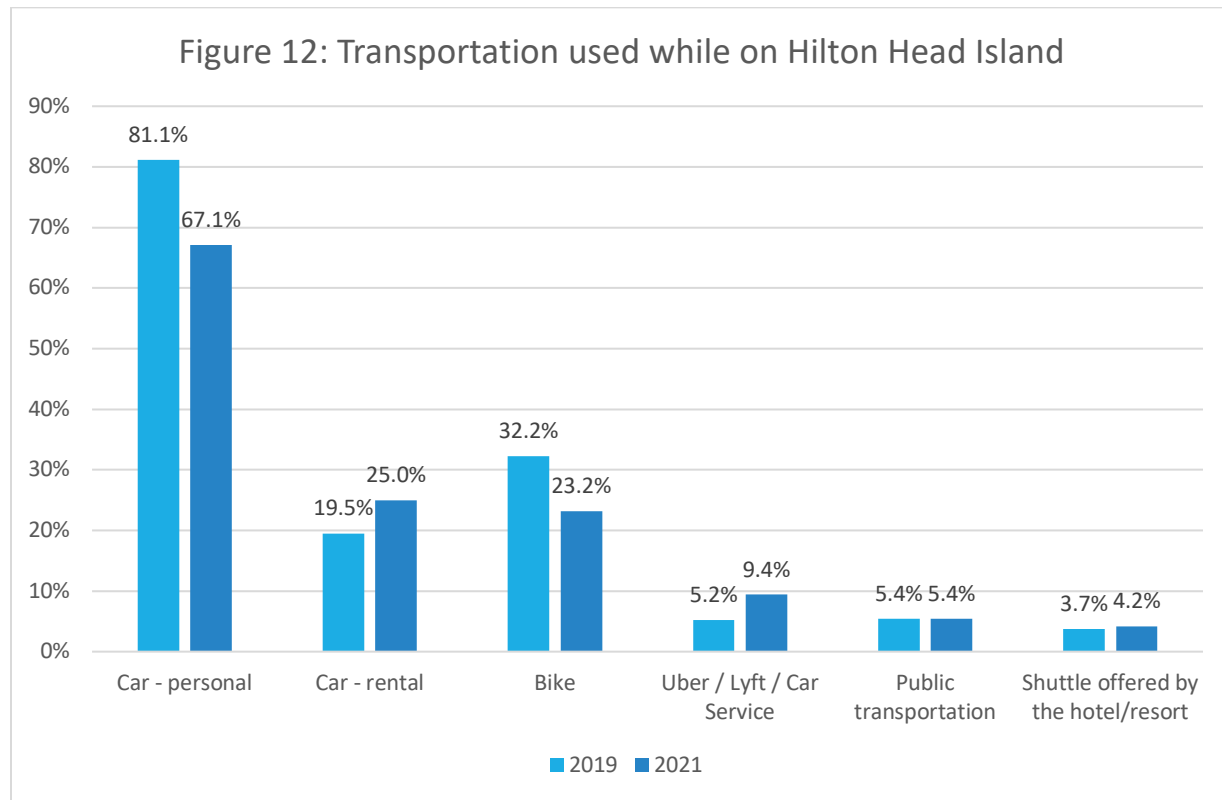
Which commercial airline did you use?

American Airlines	38.9%
Delta	16.6%
Allegiant	10.1%
Southwest	8.1%
United	6.9%
JetBlue	6.5%
Air Canada	5.3%
Alaska	2.8%
Frontier	1.6%
Breeze	1.2%
Silver Airways	0.8%
Frontier	0.4%
Spirit	0.4%
Sun Country Airlines	0.4%
N	247

TABLE 22: Commercial Airlines Used

³ Previous survey did not divide commercial flights into non-stop and multi-leg, so stated percentage is for all commercial flights.

Once on Hilton Head Island, what mode(s) of transportation did you use?



	2019	2021
Car - personal	81.1%	67.1%
Car - rental	19.5%	25.0%
Bike	32.2%	23.2%
Car service	-	5.5%
Public transportation (HHI Trolley, etc.)	5.4%	5.4%
Shuttle offered by the hotel/resort	3.7%	4.2%
Uber	4.1%	2.9%
On Foot	-	1.4%
Lyft	1.1%	1.0%
Mobility Scooter	-	0.1%
N	948	995

TABLE 23: Transportation Used While on Hilton Head

Please indicate the approximate total amount of money that was spent by your party/group for each category while in the Hilton Head Island area.

	Villa Rental	Hotel	Timeshare	Second Homeowner	Non- paying Guests	Day Trip	Overall
Transportation	\$142	\$243	\$118	\$175	\$88	\$44	\$170
Lodging	\$2,248	\$1,135	\$787	\$0	\$0	\$0	\$1,746
Food - Dining	\$579	\$673	\$507	\$637	\$328	\$69	\$584
Food - Grocery	\$281	\$214	\$199	\$257	\$168	\$48	\$244
Shopping	\$270	\$552	\$264	\$155	\$209	\$120	\$369
Spas	\$11	\$99	\$16	\$78	\$17	\$50	\$48
Golf	\$82	\$76	\$103	\$159	\$122	\$9	\$85
Biking	\$59	\$45	\$30	\$66	\$15	\$5	\$47
Performance/Visual Arts	\$9	\$39	\$8	\$50	\$47	\$9	\$23
Festivals	\$11	\$36	\$18	\$27	\$8	\$11	\$22
Museums/Historical Tours	\$16	\$38	\$39	\$75	\$30	\$15	\$30
Boating/Sailing/Fishing	\$123	\$57	\$64	\$44	\$10	\$8	\$79
Nature-based Activities	\$11	\$40	\$32	\$28	\$5	\$14	\$25
Dolphin Tours	\$23	\$40	\$20	\$67	\$3	\$6	\$30
Tennis	\$10	\$24	\$9	\$28	\$6	\$5	\$15
Other Expenses	\$48	\$166	\$23	\$46	\$85	\$9	\$86
Total Expenditure	\$3,924	\$3,477	\$2,238	\$1,891	\$1,140	\$421	\$3,603

Table 24: Average Per Travel Party Trip Expenditures by Category and Visitor Type

What are the three primary reasons why you visited Hilton Head Island?

	2019	2021 (Overnight)	2021 (Day trip)
Beaches	73.5%	75.4%	55.6%
Relaxation	58.6%	51.5%	31.1%
Time with family/friends	48.4%	46.6%	24.4%
Biking	15.7%	16.4%	11.1%
Golf	16.3%	13.7%	8.9%
Culinary	13.9%	12.2%	31.1%
Nature-based activities (dolphin/turtle tours, fishing, etc.)	11.3%	12.0%	2.2%
Shopping	11.7%	10.9%	24.4%
Boating / Sailing / Kayaking	1.6%	7.5%	11.1%
Heritage attractions / Museum / Historical tours	3.3%	6.5%	20.0%
Business trip (convention, meeting, etc.)	1.2%	5.1%	4.4%
Attend sporting event	0.6%	4.7%	15.6%
Festivals	4.0%	3.6%	6.7%
Health/wellness/fitness	2.1%	3.4%	11.1%
Parks	1.4%	1.8%	6.7%
Tennis	2.1%	1.7%	6.7%
Wedding	-	1.2%	-
Other	8.1%	4.1%	-
N	953	995	45

TABLE 25: Three Primary Reasons for Visitation

Which of the following activities did you actively participate in?

	2019	2021 (Overnight)	2021 (Day trip)
Beaches	83.2%	81.8%	42.2%
Relaxation	78.0%	68.7%	40.0%
Time with family/friends	70.5%	59.0%	37.8%
Shopping	69.1%	58.1%	46.7%
Biking	37.3%	40.5%	6.7%
Culinary	40.1%	29.1%	31.1%
Nature-based activities (dolphin/turtle tours, fishing, etc.)	30.3%	26.3%	8.9%
Golf	23.8%	18.7%	8.9%
Water excursions	24.4%	17.6%	17.8%
Museum / Historical tours	17.8%	15.7%	11.1%
Health / Wellness / Fitness	12.6%	12.8%	4.4%
Business/work	2.5%	7.1%	13.3%
Festivals	13.4%	6.5%	6.7%
Music or theatrical performance / Visual arts exhibit	16.7%	6.2%	8.9%
Spas	8.0%	5.1%	6.7%
Attend sporting event	2.3%	4.9%	8.9%
Tennis	5.9%	4.9%	-
Sports activities	8.1%	4.4%	8.9%
University visit / Education / Intellectual programs	0.6%	1.4%	2.2%
Other	3.9%	2.0%	-
N	950	995	45

TABLE 26: Activities Visitors Participated In

Which shopping locations did you visit?

	2019	2021 (Overnight)	2021 (Day trip)
Coligny Plaza	68.8%	64.7%	26.7%
Harbour Town	60.2%	55.8%	26.7%
Shelter Cove Harbour	47.8%	42.0%	17.8%
Tanger Outlets	53.2%	34.9%	37.8%
Shelter Cove Towne Centre	40.4%	33.4%	20.0%
Shopping areas off 278 (Target, Kroger, Best Buy, etc.)	42.0%	30.7%	22.2%
The Shops at Sea Pines Center	32.6%	30.3%	8.9%
Downtown Bluffton	30.5%	25.4%	28.9%
South Beach Marina	25.2%	21.5%	11.1%
Main Street Village	25.0%	20.2%	8.9%
Village at Wexford	16.4%	10.9%	6.7%
Buckwalter shopping areas	2.9%	4.9%	11.1%
Other	5.5%	2.1%	2.2%
None	2.1%	1.5%	2.2%
N	945	995	45

TABLE 27: Shopping Locations Visited

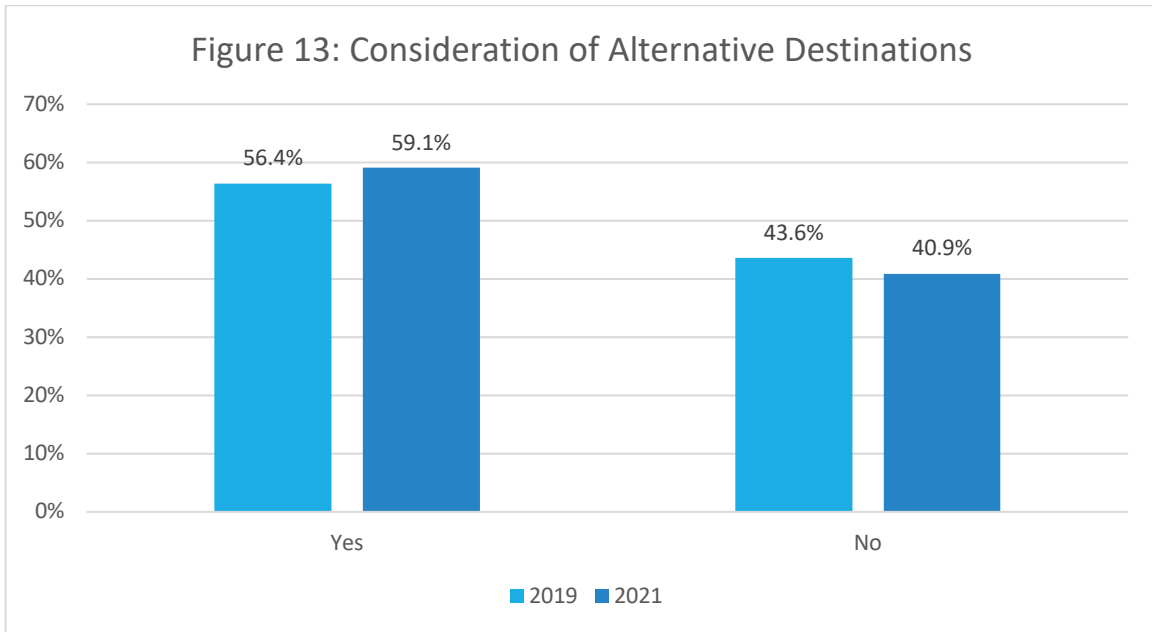
Did you visit any of the following cities while staying on Hilton Head Island?

Bluffton	37.0%
Savannah	29.3%
Beaufort	17.7%
Charleston	15.7%
Daufuskie Island	13.0%
Tybee Island	7.3%
Jacksonville	5.4%
Other	0.9%
I did not visit any other cities.	28.8%
N	995

TABLE 28: Other Cities Visited While on Hilton Head

TRAVEL PLANNING

Before deciding to visit Hilton Head Island, did you consider any other destinations?



	2019	2021
Yes	56.4%	59.1%
No	43.6%	40.9%
N	1,691	1,039

TABLE 29: Consideration of alternative destinations by year

Which of the following destinations did you consider visiting?

	2019	2021
Outer Banks, NC	22.6%	28.9%
Charleston, SC	45.2%	24.2%
Alabama Golf Trail	1.6%	23.8%
Caribbean	12.5%	23.1%
Myrtle Beach, SC	37.5%	20.5%
Savannah, GA	33.9%	20.0%
Gulf Shores, AL	14.9%	19.8%
Orlando, FL	12.1%	19.3%
Isle of Palms, SC	12.5%	18.1%
Hawaiian Islands	4.8%	15.8%
Kiawah Island, SC	14.1%	15.5%
Tybee Island, GA	18.2%	14.6%
Marco Island/Naples, FL	12.1%	14.4%
Sanibel Island, FL	13.7%	13.4%
Jekyll Island, GA	12.5%	13.2%
The Florida Keys	19.4%	12.5%
Aspen, CO	2.0%	11.5%
Sea Island, GA	4.8%	10.4%
St. Simons Island, GA	-	10.1%
Pinehurst, NC	3.2%	9.9%
Tampa/St. Petersburg, FL	10.1%	9.6%
Sandestin, FL	8.5%	9.2%
Reynolds Plantation, GA	1.2%	8.9%
Ponte Vedre, FL	3.6%	8.5%
Napa/Sonoma, CA	2.8%	8.5%
Telluride, CO	0.8%	7.8%
Sarasota, FL	6.9%	7.3%
Santa Fe, NM	1.6%	2.8%
Bluffton, SC	0.0%	1.9%
Other	11.3%	13.2%
Total	248	425

TABLE 30: Alternative Destinations by Year

How did Hilton Head Island make it to your list of places to consider for your vacation?

	2019	2021
Had visited in the past and wanted to return.	80.3%	60.0%
Wanted to visit a beach destination.	48.3%	49.7%
It was recommended by friends/family.	18.2%	24.1%
Wanted to visit some place within driving distance.	22.7%	23.9%
Safe place to visit during or after COVID-19 pandemic.	-	19.0%
Wanted to visit someplace new.	8.6%	18.1%
Wanted to visit because of the nature-based attractions.	10.9%	14.5%
Wanted to visit heritage attractions.	4.6%	7.8%
Discovered/learned about it on the internet/display ads/search engines.	3.0%	7.5%
Saw an advertisement in a magazine or website/social media about the area.	2.1%	4.0%
Wanted to attend a sporting event.	1.7%	2.9%
Wanted to attend a cultural/performing arts event.	1.9%	2.7%
Other	14.2%	8.5%
Total	953	1,039

TABLE 31: Reasons for Visiting Hilton Head Island

How likely are you to return to Hilton Head Island?

	2021
Very likely	74.3%
Likely	15.0%
Neutral	7.6%
Unlikely	1.9%
Very Unlikely	1.3%
Total	1,027

TABLE 32: Likelihood of Visiting Hilton Head Island Again

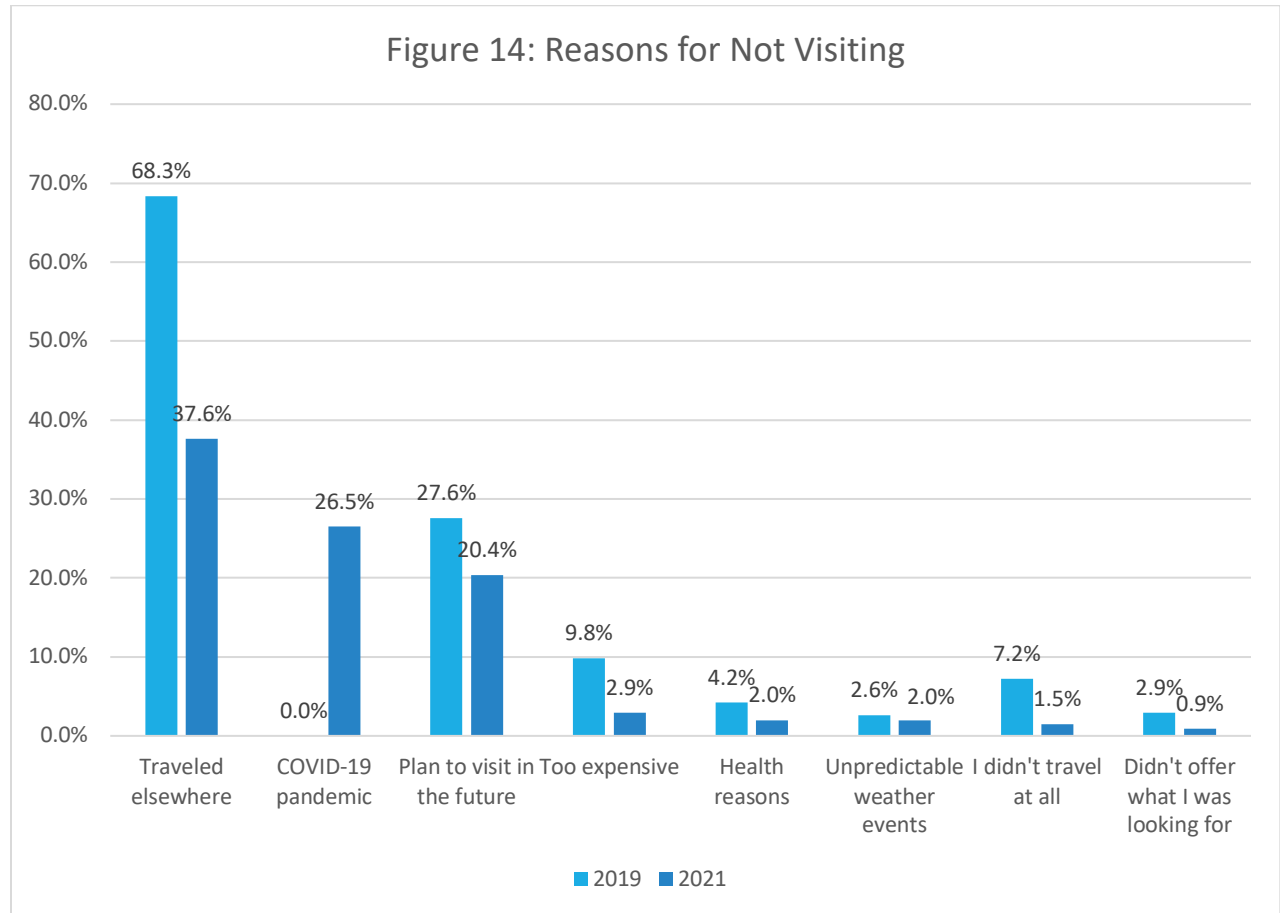
How likely are you to recommend visiting Hilton Head Island to a friend or family member?

	2021
Definitely Recommend	79.7%
Probably Recommend	14.9%
May or May Not Recommend	4.9%
Probably Not Recommend	0.5%
Definitely Not Recommend	0.0%
Total	1,034

TABLE 33: Likelihood of Recommending a Visit to Hilton Head Island

NON-VISITORS

Which of the following most accurately reflects why you did not visit Hilton Head Island during the last 12 months?



	2019	2021
Traveled elsewhere	68.3%	37.6%
COVID-19 pandemic	-	26.5%
Plan to visit in the future	27.6%	20.4%
Too expensive	9.8%	2.9%
Health reasons	4.2%	2.0%
Unpredictable weather events	2.6%	2.0%
I didn't travel at all	7.2%	1.5%
Didn't offer what I was looking for	2.9%	0.9%
Other	7.1%	6.2%
Total	736	860

TABLE 34: Reasons for not visiting

Please indicate the region(s) that you traveled to in the past 12 months.

	2021
USA - Southeast (GA, FL, NC, SC)	26.9%
USA - Midwest (IA, IN, IL, KS, MI, MN, MO, ND, NE, OH, SD, WI)	10.5%
USA - West (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)	9.8%
USA - Northeast (CT, MA, MA, NJ, NH, NY, PA, RI, VT)	9.1%
USA - South (AL, AR, KY, LA, MS, OK, TN, TX)	9.0%
USA - South Atlantic (DE, DC, MD, VA, WV)	8.0%
Latin America and Caribbean	2.1%
Canada	1.4%
Europe	1.2%
Asia	0.5%
Africa	0.3%
Australia/New Zealand	0.2%
Other	0.1%
Total	860

TABLE 35: Regions Visited by Non-Visitors in the Past 12 Months

How many times have you visited Hilton Head Island in the past 10 years?

	2019	2021
Never visited	33.0%	38.9%
1	25.3%	18.6%
2 to 5	34.2%	30.2%
6 to 10	7.4% ⁴	9.8%
11 to 20	-	1.9%
21 or more	-	0.9%
Total	739	860

TABLE 36: Visitation Frequency in the Past 10 Years by Non-Visitors

Do you have plans to visit Hilton Head Island in the near future?

	2019	2021
Yes, within one year	27.9%	49.2%
Yes, but not sure when	58.4%	42.5%
No	13.7%	8.3%
Total	649	859

TABLE 37: Plans of visiting Hilton Head Island in the Future by Non-Visitors

⁴ The prior survey’s largest category response option was “6 or more”.

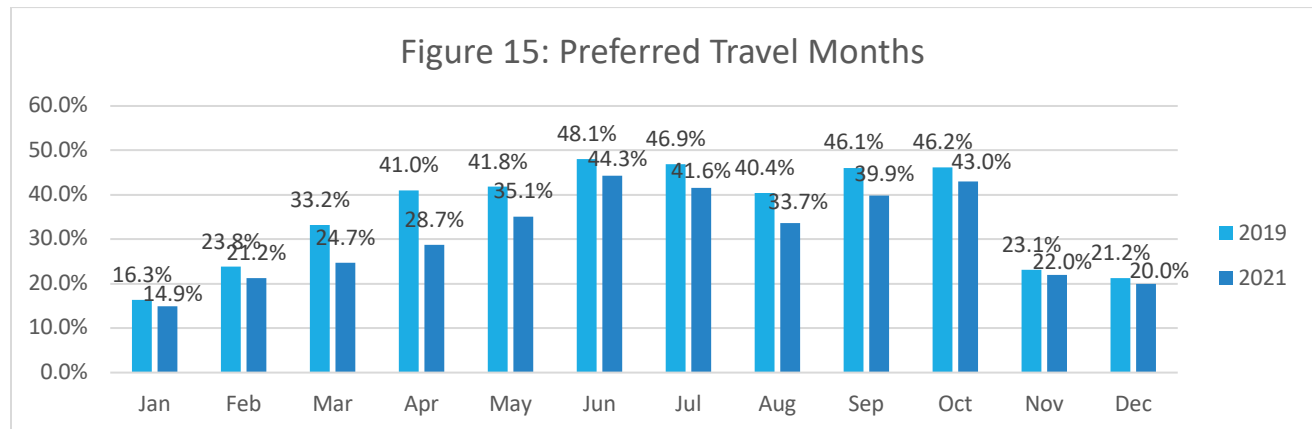
TRAVEL BEHAVIOR – ALL RESPONDENTS

On average, approximately how many leisure/vacation trips do you take each year?

	2019	2021
0 to 1	10.6%	12.8%
2 to 4	59.3%	56.6%
5 to 7	17.0%	20.0%
8 to 10	6.1%	5.8%
More than 10	7.0%	4.9%
Total	1,684	1,884

TABLE 38: Frequency of Leisure/Vacation Trips

Which month(s) are you most likely to travel for vacation purposes?



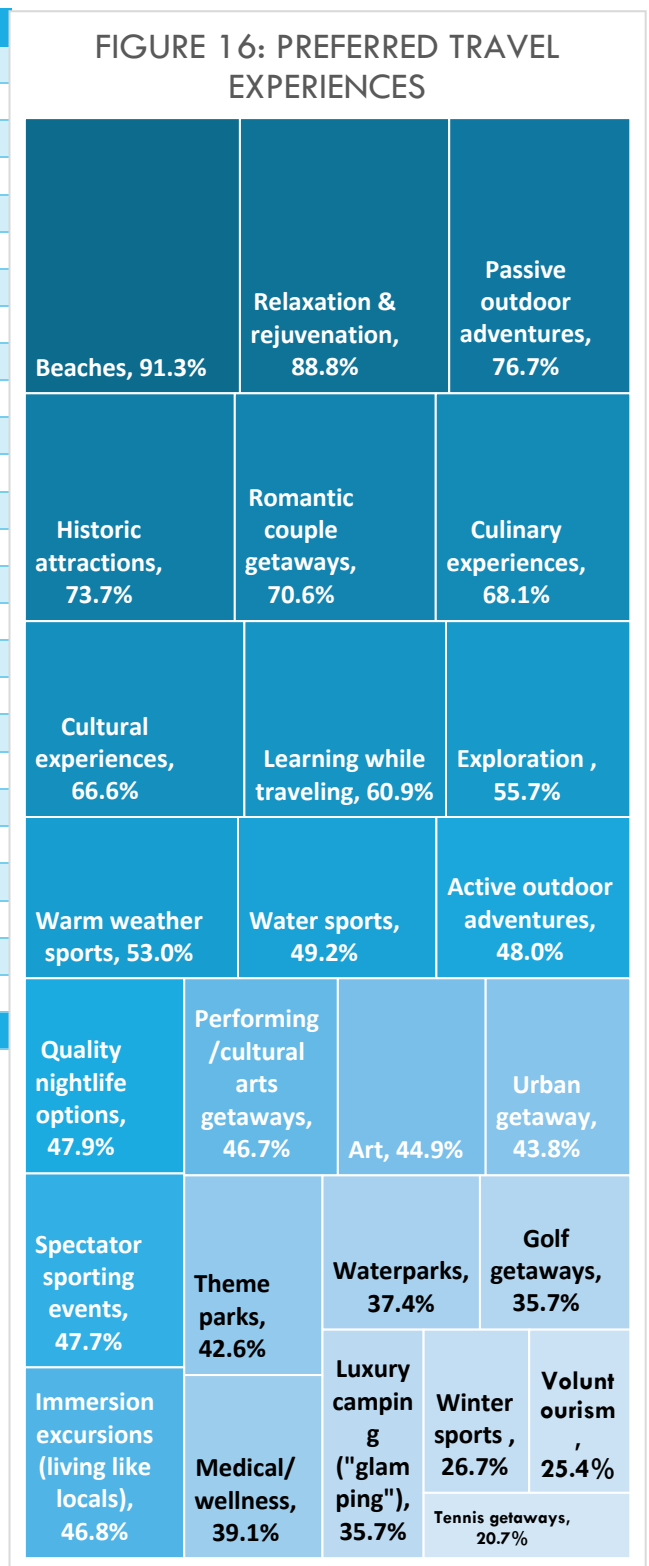
	2019	2021
January	16.3%	14.9%
February	23.8%	21.2%
March	33.2%	24.7%
April	41.0%	28.7%
May	41.8%	35.1%
June	48.1%	44.3%
July	46.9%	41.6%
August	40.4%	33.7%
September	46.1%	39.9%
October	46.2%	43.0%
November	23.1%	22.0%
December	21.2%	20.0%
Total	1,684	1,884

TABLE 39: Preferred Travel Months

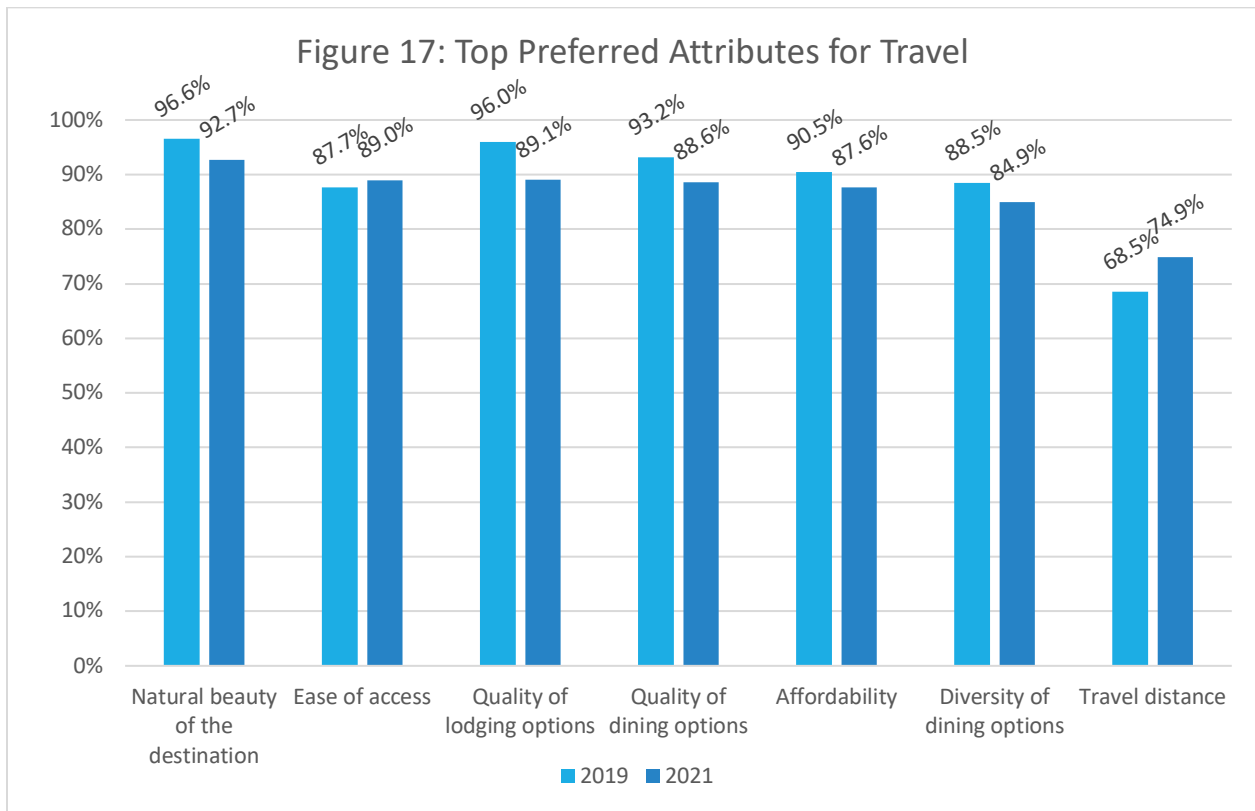
To what extent do the following types of vacations/leisure trips and/or travel experiences appeal to you?

“Appealing” + “Very Appealing”	2019	2021
Beaches	94.8%	91.3%
Relaxation & rejuvenation	94.4%	88.8%
Passive outdoor adventures	81.8%	76.7%
Historic attractions	83.9%	73.7%
Romantic couple getaways	71.1%	70.6%
Culinary experiences	73.2%	68.1%
Cultural experiences	74.2%	66.6%
Learning while traveling	69.9%	60.9%
Exploration	63.3%	55.7%
Warm weather sports	62.5%	53.0%
Water sports	45.2%	49.2%
Active outdoor adventures	44.2%	48.0%
Quality nightlife options	47.8%	47.9%
Spectator sporting events	42.7%	47.7%
Immersion excursions (living like locals)	50.8%	46.8%
Performing/cultural arts getaways	51.5%	46.7%
Art	47.3%	44.9%
Urban getaway	40.7%	43.8%
Theme parks	38.5%	42.6%
Medical/wellness	31.2%	39.1%
Waterparks	29.6%	37.4%
Golf getaways	28.9%	35.7%
Luxury camping ("glamping")	24.0%	35.7%
Winter sports	16.8%	26.7%
Voluntourism	17.8%	25.4%
Tennis getaways	9.2%	20.7%
Total	1,684	1,751

TABLE 40: Preferred Vacation/Leisure Travel Experiences



How important are the following attributes to you in choosing a leisure vacation?



“Important” + “Very Important”	2019	2021
Natural beauty of the destination	96.6%	92.7%
Ease of access	87.7%	89.0%
Quality of lodging options	96.0%	89.1%
Quality of dining options	93.2%	88.6%
Affordability	90.5%	87.6%
Diversity of dining options	88.5%	84.9%
Travel distance	68.5%	74.9%
Diversity of lodging options	76.8%	70.8%
Low traffic congestion	67.0%	69.3%
Environmental/ecological sensitivity	56.6%	57.3%
Access to other cities in the surrounding area	58.5%	56.9%
Activities like events/festivals	63.5%	54.2%
Medical/wellness	38.4%	47.9%
Nightlife activity options	39.5%	44.2%
Public transportation	21.8%	30.3%
Total	1,683	1,751

TABLE 41: Preferred Attributes for Vacation/Leisure Travel

Please indicate the extent to which you agree with the following statements.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I would rather rely on a travel agent or tour operator than make my own travel arrangements.	6.0%	10.0%	28.0%	33.2%	22.8%
I try to support the local economy of places that I visit.	35.5%	46.8%	11.4%	2.4%	3.9%
N 1,808					

TABLE 42: Travel Preferences

APPENDIX

ALL ZIP CODES COLLECTED BY MSA

MSA	Count	Percent
New York-Newark-Jersey City, NY-NJ-PA	83	5.7%
Atlanta-Sandy Springs-Roswell, GA	49	3.4%
Chicago-Naperville-Elgin, IL-IN-WI	38	2.6%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	38	2.6%
Pittsburgh, PA	35	2.4%
Washington-Arlington-Alexandria, DC-VA-MD-WV	32	2.2%
Cleveland-Elyria, OH	31	2.1%
Los Angeles-Long Beach-Anaheim, CA	30	2.1%
Cincinnati, OH-KY-IN	29	2.0%
Boston-Cambridge-Newton, MA-NH	25	1.7%
Columbus, OH	25	1.7%
Detroit-Warren-Dearborn, MI	23	1.6%
Dallas-Fort Worth-Arlington, TX	22	1.5%
Charlotte-Concord-Gastonia, NC-SC	19	1.3%
Indianapolis-Carmel-Anderson, IN	18	1.2%
St. Louis, MO-IL	15	1.0%
Youngstown-Warren-Boardman, OH-PA	15	1.0%
Minneapolis-St. Paul-Bloomington, MN-WI	14	1.0%
Buffalo-Cheektowaga-Niagara Falls, NY	13	0.9%
Louisville/Jefferson County, KY-IN	13	0.9%
Baltimore-Columbia-Towson, MD	12	0.8%
Nashville-Davidson--Murfreesboro--Franklin, TN	12	0.8%
Augusta-Richmond County, GA-SC	11	0.8%
Miami-Fort Lauderdale-West Palm Beach, FL	11	0.8%
Omaha-Council Bluffs, NE-IA	11	0.8%
Raleigh, NC	11	0.8%
Akron, OH	10	0.7%
Denver-Aurora-Lakewood, CO	10	0.7%
Kansas City, MO-KS	10	0.7%
Providence-Warwick, RI-MA	10	0.7%
Richmond, VA	10	0.7%
Birmingham-Hoover, AL	9	0.6%
Columbia, SC	9	0.6%
Houston-The Woodlands-Sugar Land, TX	9	0.6%
Huntington-Ashland, WV-KY-OH	9	0.6%
Knoxville, TN	9	0.6%
Lexington-Fayette, KY	9	0.6%
Orlando-Kissimmee-Sanford, FL	9	0.6%
Rochester, NY	9	0.6%
San Francisco-Oakland-Hayward, CA	9	0.6%
Toledo, OH	9	0.6%

MSA	Count	Percent
Canton-Massillon, OH	8	0.5%
Kingsport-Bristol-Bristol, TN-VA	8	0.5%
New Orleans-Metairie, LA	8	0.5%
Phoenix-Mesa-Scottsdale, AZ	8	0.5%
Spartanburg, SC	8	0.5%
Winston-Salem, NC	8	0.5%
Austin-Round Rock, TX	7	0.5%
Greenville-Anderson-Mauldin, SC	7	0.5%
Milwaukee-Waukesha-West Allis, WI	7	0.5%
Virginia Beach-Norfolk-Newport News, VA-NC	7	0.5%
Worcester, MA-CT	7	0.5%
Dayton, OH	6	0.4%
Fort Wayne, IN	6	0.4%
Jacksonville, FL	6	0.4%
Myrtle Beach-Conway-North Myrtle Beach, SC-NC	6	0.4%
Roanoke, VA	6	0.4%
Sacramento--Roseville--Arden-Arcade, CA	6	0.4%
Salisbury, MD-DE	6	0.4%
Seattle-Tacoma-Bellevue, WA	6	0.4%
Syracuse, NY	6	0.4%
Wooster, OH	6	0.4%
Albany-Schenectady-Troy, NY	5	0.3%
Hartford-West Hartford-East Hartford, CT	5	0.3%
Hickory-Lenoir-Morganton, NC	5	0.3%
Madison, WI	5	0.3%
Rural North Carolina	5	0.3%
Salt Lake City, UT	5	0.3%
San Diego-Carlsbad, CA	5	0.3%
Tampa-St. Petersburg-Clearwater, FL	5	0.3%
York-Hanover, PA	5	0.3%
Allentown-Bethlehem-Easton, PA-NJ	4	0.3%
Baton Rouge, LA	4	0.3%
Charleston, WV	4	0.3%
Charlottesville, VA	4	0.3%
Deltona-Daytona Beach-Ormond Beach, FL	4	0.3%
Fayetteville-Springdale-Rogers, AR-MO	4	0.3%
Gulfport-Biloxi-Pascagoula, MS	4	0.3%
Harrisburg-Carlisle, PA	4	0.3%
Jackson, MS	4	0.3%
Lakeland-Winter Haven, FL	4	0.3%
Las Vegas-Henderson-Paradise, NV	4	0.3%
Lynchburg, VA	4	0.3%
Oklahoma City, OK	4	0.3%
Portland-Vancouver-Hillsboro, OR-WA	4	0.3%
Riverside-San Bernardino-Ontario, CA	4	0.3%

MSA	Count	Percent
Rural Georgia	4	0.3%
Rural Virginia	4	0.3%
San Antonio-New Braunfels, TX	4	0.3%
Savannah, GA	4	0.3%
Asheville, NC	3	0.2%
Athens-Clarke County, GA	3	0.2%
Barnstable Town, MA	3	0.2%
Binghamton, NY	3	0.2%
Bridgeport-Stamford-Norwalk, CT	3	0.2%
Chattanooga, TN-GA	3	0.2%
Davenport-Moline-Rock Island, IA-IL	3	0.2%
Des Moines-West Des Moines, IA	3	0.2%
Durham-Chapel Hill, NC	3	0.2%
Evansville, IN-KY	3	0.2%
Fort Collins, CO	3	0.2%
Gainesville, GA	3	0.2%
Grand Rapids-Wyoming, MI	3	0.2%
Greensboro-High Point, NC	3	0.2%
Greenwood, SC	3	0.2%
Holland, MI	3	0.2%
Mansfield, OH	3	0.2%
Memphis, TN-MS-AR	3	0.2%
Muskegon, MI	3	0.2%
New Haven-Milford, CT	3	0.2%
Niles-Benton Harbor, MI	3	0.2%
Panama City, FL	3	0.2%
Reading, PA	3	0.2%
Rural Alabama	3	0.2%
Rural Kentucky	3	0.2%
Rural Wisconsin	3	0.2%
Saginaw, MI	3	0.2%
Scranton--Wilkes-Barre--Hazleton, PA	3	0.2%
Sevierville, TN	3	0.2%
Alexandria, LA	2	0.1%
Appleton, WI	2	0.1%
Bay City, MI	2	0.1%
Bismarck, ND	2	0.1%
Chambersburg-Waynesboro, PA	2	0.1%
Charleston-North Charleston, SC	2	0.1%
Crestview-Fort Walton Beach-Destin, FL	2	0.1%
East Stroudsburg, PA	2	0.1%
Flagstaff, AZ	2	0.1%
Flint, MI	2	0.1%
Fresno, CA	2	0.1%
Hagerstown-Martinsburg, MD-WV	2	0.1%

MSA	Count	Percent
Huntsville, AL	2	0.1%
Jackson, TN	2	0.1%
Jefferson, GA	2	0.1%
Kalamazoo-Portage, MI	2	0.1%
Lancaster, PA	2	0.1%
Lebanon, PA	2	0.1%
London, KY	2	0.1%
Lufkin, TX	2	0.1%
Macon, GA	2	0.1%
Madison, IN	2	0.1%
Marion, OH	2	0.1%
Meridian, MS	2	0.1%
Morgantown, WV	2	0.1%
Morristown, TN	2	0.1%
Naples-Immokalee-Marco Island, FL	2	0.1%
Newport, TN	2	0.1%
Norwich-New London, CT	2	0.1%
Ocean City, NJ	2	0.1%
Olean, NY	2	0.1%
Oshkosh-Neenah, WI	2	0.1%
Ottawa-Peru, IL	2	0.1%
Palm Bay-Melbourne-Titusville, FL	2	0.1%
Pinehurst-Southern Pines, NC	2	0.1%
Portsmouth, OH	2	0.1%
Rapid City, SD	2	0.1%
Rural California	2	0.1%
Rural Florida	2	0.1%
Rural Illinois	2	0.1%
Rural Indiana	2	0.1%
Rural Maine	2	0.1%
Rural Maryland	2	0.1%
Rural Nebraska	2	0.1%
Rural South Carolina	2	0.1%
Rural Texas	2	0.1%
Salem, OH	2	0.1%
San Jose-Sunnyvale-Santa Clara, CA	2	0.1%
San Luis Obispo-Paso Robles-Arroyo Grande, CA	2	0.1%
Seneca, SC	2	0.1%
Shelby, NC	2	0.1%
Somerset, PA	2	0.1%
Springfield, IL	2	0.1%
Springfield, MO	2	0.1%
State College, PA	2	0.1%
Terre Haute, IN	2	0.1%
Tiffin, OH	2	0.1%

MSA	Count	Percent
Topeka, KS	2	0.1%
Torrington, CT	2	0.1%
Trenton, NJ	2	0.1%
Tulahoma-Manchester, TN	2	0.1%
Tulsa, OK	2	0.1%
Urbana, OH	2	0.1%
Utica-Rome, NY	2	0.1%
Wapakoneta, OH	2	0.1%
Warsaw, IN	2	0.1%
Wheeling, WV-OH	2	0.1%
Whitewater-Elkhorn, WI	2	0.1%
Alamogordo, NM	1	0.1%
Albany, GA	1	0.1%
Angola, IN	1	0.1%
Ann Arbor, MI	1	0.1%
APO	1	0.1%
Ashtabula, OH	1	0.1%
Athens, OH	1	0.1%
Athens, TN	1	0.1%
Atlantic City-Hammonton, NJ	1	0.1%
Austin, MN	1	0.1%
Bainbridge, GA	1	0.1%
Bardstown, KY	1	0.1%
Bellingham, WA	1	0.1%
Billings, MT	1	0.1%
Blacksburg-Christiansburg-Radford, VA	1	0.1%
Bloomington, IL	1	0.1%
Bloomington, IN	1	0.1%
Boise City, ID	1	0.1%
Bowling Green, KY	1	0.1%
Bradford, PA	1	0.1%
Branson, MO	1	0.1%
Brevard, NC	1	0.1%
Burlington-South Burlington, VT	1	0.1%
Cape Coral-Fort Myers, FL	1	0.1%
Carbondale-Marion, IL	1	0.1%
Champaign-Urbana, IL	1	0.1%
Chico, CA	1	0.1%
Clarksburg, WV	1	0.1%
Cleveland, TN	1	0.1%
College Station-Bryan, TX	1	0.1%
Colorado Springs, CO	1	0.1%
Columbus, GA-AL	1	0.1%
Concord, NH	1	0.1%
Corning, NY	1	0.1%

MSA	Count	Percent
Corpus Christi, TX	1	0.1%
Cumberland, MD-WV	1	0.1%
Dalton, GA	1	0.1%
Danville, KY	1	0.1%
Decatur, IL	1	0.1%
Dover, DE	1	0.1%
Dubuque, IA	1	0.1%
Duluth, MN-WI	1	0.1%
Dyersburg, TN	1	0.1%
Eau Claire, WI	1	0.1%
Erie, PA	1	0.1%
Eureka-Arcata-Fortuna, CA	1	0.1%
Fargo, ND-MN	1	0.1%
Fayetteville, NC	1	0.1%
Findlay, OH	1	0.1%
Forest City, NC	1	0.1%
Forrest City, AR	1	0.1%
Gadsden, AL	1	0.1%
Gardnerville Ranchos, NV	1	0.1%
Glens Falls, NY	1	0.1%
Greeley, CO	1	0.1%
Green Bay, WI	1	0.1%
Harrison, AR	1	0.1%
Hillsdale, MI	1	0.1%
Homosassa Springs, FL	1	0.1%
Houma-Thibodaux, LA	1	0.1%
Hudson, NY	1	0.1%
Huntington, IN	1	0.1%
Hutchinson, MN	1	0.1%
Idaho Falls, ID	1	0.1%
Ionia, MI	1	0.1%
Jackson, MI	1	0.1%
Jackson, OH	1	0.1%
Jamestown, ND	1	0.1%
Jefferson City, MO	1	0.1%
Johnson City, TN	1	0.1%
Juneau, AK	1	0.1%
Kalispell, MT	1	0.1%
Kankakee, IL	1	0.1%
Kapaa, HI	1	0.1%
Kennewick-Richland, WA	1	0.1%
Kerrville, TX	1	0.1%
Kill Devil Hills, NC	1	0.1%
Killeen-Temple, TX	1	0.1%
Kingsville, TX	1	0.1%

MSA	Count	Percent
Kokomo, IN	1	0.1%
La Crosse-Onalaska, WI-MN	1	0.1%
La Grande, OR	1	0.1%
Laconia, NH	1	0.1%
Lafayette-West Lafayette, IN	1	0.1%
Lafayette, LA	1	0.1%
LaGrange, GA	1	0.1%
Lake Charles, LA	1	0.1%
Lake City, FL	1	0.1%
Lake Havasu City-Kingman, AZ	1	0.1%
Lansing-East Lansing, MI	1	0.1%
Las Cruces, NM	1	0.1%
Las Vegas, NM	1	0.1%
Laurel, MS	1	0.1%
Lawton, OK	1	0.1%
Lewistown, PA	1	0.1%
Lima, OH	1	0.1%
Madisonville, KY	1	0.1%
Manchester-Nashua, NH	1	0.1%
Manitowoc, WI	1	0.1%
Marietta, OH	1	0.1%
Marion, IN	1	0.1%
Marion, NC	1	0.1%
Marquette, MI	1	0.1%
McAllen-Edinburg-Mission, TX	1	0.1%
Menomonie, WI	1	0.1%
Midland, TX	1	0.1%
Milledgeville, GA	1	0.1%
Minot, ND	1	0.1%
Modesto, CA	1	0.1%
Monroe, LA	1	0.1%
Morgan City, LA	1	0.1%
Muncie, IN	1	0.1%
Murray, KY	1	0.1%
Muskogee, OK	1	0.1%
Natchez, MS-LA	1	0.1%
New Bern, NC	1	0.1%
New Castle, IN	1	0.1%
New Castle, PA	1	0.1%
New Philadelphia-Dover, OH	1	0.1%
New Ulm, MN	1	0.1%
Newberry, SC	1	0.1%
North Port-Sarasota-Bradenton, FL	1	0.1%
North Wilkesboro, NC	1	0.1%
Ocala, FL	1	0.1%

MSA	Count	Percent
Ogden-Clearfield, UT	1	0.1%
Ogdensburg-Massena, NY	1	0.1%
Orangeburg, SC	1	0.1%
Oskaloosa, IA	1	0.1%
Ottumwa, IA	1	0.1%
Oxnard-Thousand Oaks-Ventura, CA	1	0.1%
Palatka, FL	1	0.1%
Paragould, AR	1	0.1%
Pittsfield, MA	1	0.1%
Plymouth, IN	1	0.1%
Pontiac, IL	1	0.1%
Port Clinton, OH	1	0.1%
Port St. Lucie, FL	1	0.1%
Portland-South Portland, ME	1	0.1%
Pottsville, PA	1	0.1%
Raymondville, TX	1	0.1%
Richmond-Berea, KY	1	0.1%
Rochester, MN	1	0.1%
Rockford, IL	1	0.1%
Rocky Mount, NC	1	0.1%
Rome, GA	1	0.1%
Rural Arkansas	1	0.1%
Rural Michigan	1	0.1%
Rural Minnesota	1	0.1%
Rural New Mexico	1	0.1%
Rural North Dakota	1	0.1%
Rural Ohio	1	0.1%
Rural Oregon	1	0.1%
Rural Vermont	1	0.1%
Rutland, VT	1	0.1%
Salem, OR	1	0.1%
Sandpoint, ID	1	0.1%
Sandusky, OH	1	0.1%
Santa Fe, NM	1	0.1%
Scottsboro, AL	1	0.1%
Seneca Falls, NY	1	0.1%
Shreveport-Bossier City, LA	1	0.1%
South Bend-Mishawaka, IN-MI	1	0.1%
Spokane-Spokane Valley, WA	1	0.1%
Springfield, MA	1	0.1%
Springfield, OH	1	0.1%
St. Cloud, MN	1	0.1%
St. Joseph, MO-KS	1	0.1%
St. Marys, GA	1	0.1%
Statesboro, GA	1	0.1%

MSA	Count	Percent
Staunton-Waynesboro, VA	1	0.1%
Summerville, GA	1	0.1%
Sumter, SC	1	0.1%
Sunbury, PA	1	0.1%
The Villages, FL	1	0.1%
Truckee-Grass Valley, CA	1	0.1%
Tucson, AZ	1	0.1%
Tuscaloosa, AL	1	0.1%
Valdosta, GA	1	0.1%
Vallejo-Fairfield, CA	1	0.1%
Vincennes, IN	1	0.1%
Wahpeton, ND-MN	1	0.1%
Washington Court House, OH	1	0.1%
Washington, NC	1	0.1%
Watertown-Fort Drum, NY	1	0.1%
Wausau, WI	1	0.1%
Waycross, GA	1	0.1%
Weirton-Steubenville, WV-OH	1	0.1%
Wichita, KS	1	0.1%
Williamsport, PA	1	0.1%
Wilmington, NC	1	0.1%
Wilmington, OH	1	0.1%
Worthington, MN	1	0.1%
Zanesville, OH	1	0.1%



66 GEORGE STREET | CHARLESTON, SC 29424
843.953.1996 | OTA.COFC.EDU | PATIENCEM@COFC.EDU

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

Hilton Head Island Visitor & Convention Bureau Schedule of Functional Revenues and Expenditures

FY 2022-2023 BUDGET

BUDGET

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton DMO	Beaufort Co DMO	Membership
Revenues								
Town of HHI DMO	3,650,000	3,650,000						
Town of HHI Supplemental Grant	500,000	500,000						
Private Sector	500,000		500,000					
SCPRT Destination Specific	825,000			825,000				
SCPRT Coop	425,000				425,000			
Private Match Coop	1,500,000				1,500,000			
Town of Bluffton DMO	500,000					500,000		
B/C Bluffton & Daufuskie	365,000						365,000	
Total Revenues	8,265,000	4,150,000	500,000	825,000	1,925,000	500,000	365,000	
Membership Revenue								1,625,000
Total Revenues with Membership	9,890,000							
Expenses								
Media Buys - Leisure	1,000,000	695,432	110,269	194,300				
Social Media								
Partner Promotions	100,000	69,543	11,027	19,430				
Paid Brand Social Media	125,000	86,929	13,784	24,287				
Social Media Management	75,000	52,157	8,270	14,572				
Sub-total	300,000	208,629	33,081	58,290				
Digital Marketing								
Digital Strategy, Web Maintenance & Support	70,000	48,680	7,719	13,601				
Technology Improvements	65,000	45,203	7,167	12,629				
SEO	50,000	34,772	5,513	9,715				
SEM / Display	492,200	342,291	54,274	95,634				
Managed Web Hosting and Content Delivery Network	1,800	1,252	198	350				
eNewsletter/Drip Campaign	60,000	41,726	6,616	11,658				
Digital Contingency	10,000	6,954	1,103	1,943				
Sub-total	749,000	520,878	82,591	145,531				
Destination PR								
PR Strategy, Maintenance & Support	216,000	150,213	23,818	41,969				
Journalists/Influencers/Partnerships	75,000	52,157	8,270	14,572				
Monitoring Services (Print/Online/Broadcast Tracking)	18,200	12,657	2,007	3,536				
PR Contingency	75,000	52,157	8,270	14,572				
Sub-total	384,200	267,185	42,365	74,650				
Group Sales & Marketing								
Promotional Giveaways	30,000	20,863	3,308	5,829				
Site Inspections/ Flights for Sites	5,000	3,477	551	971				
VCB Dues and Subscriptions	95,000	66,066	10,476	18,458				
Trade Sponsorships	15,000	10,431	1,654	2,914				
Tradeshows	100,000	69,543	11,027	19,430				
FAM / In-Market Events	50,000	34,772	5,513	9,715				
Focused Service	5,000	3,477	551	971				
SC Sports Alliance	5,000	3,477	551	971				

SEM	45,000	31,294	4,962	8,743
Social Media	80,000	55,635	8,821	15,544
Website	10,000	6,954	1,103	1,943
Collateral	10,000	6,954	1,103	1,943
Trade Media	10,000	6,954	1,103	1,943
Sub-total	460,000	319,898	50,724	89,378
International				
Coastal SC USA Coop	45,000	31,294	4,962	8,743
International Promotions	80,000	55,635	8,821	15,544
International Tradeshows	50,000	34,772	5,513	9,715
Sub-total	175,000	121,701	19,297	34,002
Destination Photography & Video	125,000	86,927	13,784	24,287
Insiders/Collateral/Fulfillment				
Vacation Planner	250,000	173,858	27,567	48,575
Fulfillment	125,000	86,929	13,784	24,287
Toll-Free Phone	4,000	2,782	441	777
Sub-total	379,000	263,569	41,792	73,640
Research & Planning	206,750	143,780	22,798	40,171

VCB Sales, Mkt, Services & Ops:

Personnel	1,155,000	715,400	58,310	63,525	148,225	98,000	71,540
Benefits	165,000	102,200	8,330	9,075	21,175	14,000	10,220
Operations	330,000	204,400	16,660	18,150	42,350	28,000	20,440
Sub-total	1,650,000	1,022,000	83,300	90,750	211,750	140,000	102,200

HHI Supplemental Grant

Golf	210,000	210,000
Meetings & Group	190,000	190,000
Festival and Events	100,000	100,000
VCB Sales, Mkt, Visitor Services & Operations	0	0
Sub-total	500,000	500,000

SCPRT

SC PRT - Leisure	850,000	850,000
SC PRT - Sports	363,250	363,250
SC PRT - Meetings & Groups	500,000	500,000
Sub-total	1,713,250	1,713,250

Town of Bluffton DMO

Promotions	360,000	360,000
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B/C Bluffton & Daufuskie DMO

Promotions	262,800	262,800	1,625,000
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TOTAL VCB EXPENSES

	8,265,000	4,150,000	500,000	825,000	1,925,000	500,000	365,000	1,625,000	9,890,000
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Total Expenses with Membership

	9,890,000
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Expenses for HHI-related marketing programs

Expenses for other marketing programs

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE

FINANCIAL STATEMENTS

JUNE 30, 2021 AND 2020



Holland, Bromley,
Barnhill & Brett LLP

Certified Public Accountants and Business Advisors

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE

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JUNE 30, 2021 AND 2020

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Holland, Bromley,
Barnhill & Brett LLP
Certified Public Accountants and Business Advisors

CHRISTOPHER H. HOLLAND, CPA
S. STEWART BROMLEY, CPA
RONNIE A. BARNHILL, JR., CPA
SHANNON L. BRETT, CPA, CFE

Independent Auditor's Report

To the Board of Directors and Members of
Hilton Head Island - Bluffton Chamber of Commerce

We have audited the accompanying financial statements of Hilton Head Island - Bluffton Chamber of Commerce (the "Chamber"), which comprise the statement of financial position as of June 30, 2021, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Chamber as of June 30, 2021, and the changes in its net assets and cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Report on Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The supplementary information on pages 14-18 is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

Prior Period Financial Statements

The financial statements of the Chamber as of June 30, 2020, were audited by other auditors whose report dated September 17, 2020, expressed an unmodified opinion on those statements. The summarized comparative information presented herein as of and for the year ended June 30, 2020, is consistent, in all material respects, with the audited financial statements from which it has been derived.

A handwritten signature in black ink that reads "Holland, Bromley, Barnhill & Brett, LLP". The signature is written in a cursive, flowing style.

Holland, Bromley, Barnhill & Brett, LLP
Savannah, Georgia
September 20, 2021

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE
STATEMENTS OF FINANCIAL POSITION

	June 30,	
	2021	2020
ASSETS		
Current assets		
Cash	\$ 2,634,931	\$ 1,415,388
Accounts receivable (less allowance for doubtful accounts of \$1,000 and \$100, respectively)	119,538	76,974
Prepaid expenses	46,817	90,743
Other assets	9,293	9,293
Total current assets	2,810,579	1,592,398
Property and equipment, net	910,957	859,026
Total assets	\$ 3,721,536	\$ 2,451,424
LIABILITIES		
Current liabilities		
Accounts payable	\$ 881,336	\$ 335,693
Deferred revenue	1,861,266	1,339,401
Other liabilities	259,506	139,364
Total current liabilities	3,002,108	1,814,458
NET ASSETS		
Without donor restrictions	719,428	636,966
Total liabilities and net assets	\$ 3,721,536	\$ 2,451,424

(The accompanying notes are an integral part of the financial statements.)

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE
STATEMENTS OF ACTIVITIES

	Total for the year ended	
	<u>June 30,</u>	
	<u>2021</u>	<u>2020</u>
REVENUES AND OTHER SUPPORT		
Visitor and Convention Bureau projects	\$ 7,255,228	\$ 5,586,604
Membership dues	709,467	658,379
Membership projects	581,858	879,362
Brochure advertising	253,797	268,653
Building rent and common share	36,135	17,450
Interest	<u>3,707</u>	<u>9,619</u>
Total revenues and other support	<u>8,840,192</u>	<u>7,420,067</u>
EXPENSES		
Visitor and Convention Bureau	6,109,025	4,205,257
Salaries and related benefits	2,052,740	2,377,172
General and administrative	242,628	299,375
Membership projects	157,826	359,362
Building	108,816	84,300
Depreciation	71,163	64,127
Bluffton office	<u>15,532</u>	<u>21,668</u>
Total expenses	<u>8,757,730</u>	<u>7,411,261</u>
Change in net assets	82,462	8,806
Net assets - beginning	<u>636,966</u>	<u>628,160</u>
Net assets - ending	<u>\$ 719,428</u>	<u>\$ 636,966</u>

(The accompanying notes are an integral part of the financial statements.)

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE
STATEMENT OF FUNCTIONAL EXPENSES
YEAR ENDED JUNE 30, 2021

	<u>Program Services</u>					<u>Supporting services</u>			
	<u>Accommodations</u>	<u>Parks, Recreation, and Tourism</u>	<u>Marketing</u>	<u>Membership</u>	<u>Total Program Services</u>	<u>General and administrative</u>	<u>Fundraising</u>	<u>Total Supporting Services</u>	<u>Total</u>
Visitor and Convention Bureau	\$ 2,155,707	\$ 2,492,500	\$ 1,460,818	\$ -	\$ 6,109,025	\$ -	\$ -	\$ -	\$ 6,109,025
Salaries and related benefits	801,589	155,489	203,905	617,860	1,778,843	273,897	-	273,897	2,052,740
General and administrative	-	-	-	-	-	242,628	-	242,628	242,628
Membership projects	-	-	-	80,286	80,286	-	77,540	77,540	157,826
Building	-	-	-	-	-	108,816	-	108,816	108,816
Depreciation	-	-	-	-	-	71,163	-	71,163	71,163
Bluffton office	-	-	-	15,532	15,532	-	-	-	15,532
	<u>\$ 2,957,296</u>	<u>\$ 2,647,989</u>	<u>\$ 1,664,723</u>	<u>\$ 713,678</u>	<u>\$ 7,983,686</u>	<u>\$ 696,504</u>	<u>\$ 77,540</u>	<u>\$ 774,044</u>	<u>\$ 8,757,730</u>

(The accompanying notes are an integral part of the financial statements.)

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE
STATEMENT OF FUNCTIONAL EXPENSES
YEAR ENDED JUNE 30, 2020

	<u>Program Services</u>					<u>Supporting services</u>			
	<u>Accommodations</u>	<u>Parks, Recreation, and Tourism</u>	<u>Marketing</u>	<u>Membership</u>	<u>Total Program Services</u>	<u>General and administrative</u>	<u>Fundraising</u>	<u>Total Supporting Services</u>	<u>Total</u>
Visitor and Convention Bureau	\$ 2,356,458	\$ 1,062,498	\$ 786,301	\$ -	\$ 4,205,257	\$ -	\$ -	\$ -	\$ 4,205,257
Salaries and related benefits	842,787	159,471	401,094	707,288	2,110,640	266,532	-	266,532	2,377,172
General and administrative	-	-	-	-	-	299,375	-	299,375	299,375
Membership projects	-	-	-	292,626	292,626	-	66,736	66,736	359,362
Building	-	-	-	-	-	84,300	-	84,300	84,300
Depreciation	-	-	-	-	-	64,127	-	64,127	64,127
Bluffton office	-	-	-	21,668	21,668	-	-	-	21,668
	<u>\$ 3,199,245</u>	<u>\$ 1,221,969</u>	<u>\$ 1,187,395</u>	<u>\$ 1,021,582</u>	<u>\$ 6,630,191</u>	<u>\$ 714,334</u>	<u>\$ 66,736</u>	<u>\$ 781,070</u>	<u>\$ 7,411,261</u>

(The accompanying notes are an integral part of the financial statements.)

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE
STATEMENTS OF CASH FLOWS

	For the year ended	
	<u>June 30,</u>	
	<u>2021</u>	<u>2020</u>
Cash flows from operating activities:		
Change in net assets	\$ 82,462	\$ 8,806
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Depreciation	71,163	64,127
Changes in assets and liabilities:		
Accounts receivable	(42,564)	(19,572)
Prepaid expenses	43,926	49,964
Accounts payable	545,643	(38,216)
Deferred revenue	521,865	(27,293)
Other liabilities	<u>120,142</u>	<u>829,869</u>
Net cash provided by operating activities	<u>1,342,637</u>	<u>867,685</u>
Cash flows from investing activities:		
Purchases of property and equipment	<u>(123,094)</u>	<u>(65,901)</u>
Net cash used for investing activities	<u>(123,094)</u>	<u>(65,901)</u>
Increase in cash and cash equivalents	1,219,543	801,784
Cash - beginning of year	<u>1,415,388</u>	<u>613,604</u>
Cash - end of year	<u>\$ 2,634,931</u>	<u>\$ 1,415,388</u>

No cash was paid during either year for interest or income taxes.

(The accompanying notes are an integral part of the financial statements.)

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2021 AND 2020

NOTE 1 - NATURE OF BUSINESS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Nature of business

The Hilton Head Island - Bluffton Chamber of Commerce (the "Chamber") is a not-for-profit organization established February 5, 1957, to represent, serve and promote the common interests of its membership and the business community and to contribute to the preservation and prudent economic growth of the southern Beaufort County, South Carolina area as a healthy place to live and conduct business.

Basis of presentation

The financial statements are prepared in accordance with generally accepted accounting principles in the United States (U.S. GAAP). The Chamber is required to report information regarding its financial position and activities according to two classes of net assets: net assets without donor restrictions and net assets with donor restrictions.

Restricted and unrestricted revenue and support

Contributions received are recorded as "with donor restrictions" or "without donor restrictions" depending on the existence and/or nature of any donor restrictions.

Support that is restricted by the donor is reported as an increase in "without donor restrictions" if the restriction expires in the reporting year in which the support is recognized. All other donor-restricted support is reported as an increase in "net assets with donor restrictions", depending on the nature of the restriction. When a donor restriction expires (that is, when a stipulated time restriction ends, or purpose restriction is accomplished), net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions.

Revenue recognition

Visitor and Convention Bureau

The Visitor and Convention Bureau is a division of the Chamber, and funding is provided by membership investment, the state of South Carolina, Beaufort County, the Town of Hilton Head Island and the Town of Bluffton through accommodations taxes and the Department of Parks, Recreation and Tourism funds. Revenue is recognized as services are performed.

Membership dues

Membership dues are recognized as revenue ratably over the periods which members are entitled to services.

Membership projects

The Chamber conducts various training, educational seminars, and promotions for its members. Tickets and sponsorships are sold to cover the expenses of conducting these functions. Project revenue is recognized on an accrual basis as earned.

Advertising revenue

Advertising revenue is collected in advance and is deferred and recognized over the period the advertisement runs.

Cash and cash equivalents

Cash and cash equivalents consist primarily of cash and short-term unrestricted investments with original maturities of 90 days or less.

NOTE 1 - NATURE OF BUSINESS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES
(CONTINUED)

Accounts receivable and allowance for doubtful accounts

Bad debts are provided for on the allowance method based on historical experience and management's evaluation of outstanding accounts receivable at the end of each year. Accounts receivable are charged off when management determines them to be uncollectible.

Property and equipment

Property and equipment assets are carried at cost for purchased assets or fair value for donated assets, less accumulated depreciation. The Chamber capitalizes purchases or donations of property and equipment exceeding \$1,000 which are expected to provide benefit for multiple years. Depreciation is calculated using the straight-line method over the estimated useful lives of the assets which range from three to thirty years.

Income taxes

The Chamber qualifies for tax exempt status under section 501(c)(6) of the Internal Revenue Code. However, income from certain activities not directly related to the Chamber's tax-exempt purpose is subject to federal and state income tax as unrelated business income. Management has determined that the Chamber has no current obligations for unrelated business income tax. Accordingly, no provisions for federal and state income taxes are required. The Chamber is not classified as a private foundation.

U.S. GAAP requires management to evaluate tax positions taken by the Chamber and recognize a tax liability (or asset) if the Chamber has taken an uncertain position that more likely than not would not be sustained upon examination by the Internal Revenue Service. Management has analyzed the tax positions taken by the Chamber, and has concluded that as of June 30, 2021, there are no uncertain positions taken or expected to be taken that would require recognition of a liability (or asset) or disclosure in the financial statements. The Chamber is subject to routine audits by taxing jurisdictions; however, there are currently no audits for any tax periods in progress. Management believes the Chamber is no longer subject to income tax examinations for periods prior to 2018.

New accounting pronouncements

In May 2014, the Financial Accounting Standards Board (FASB) issued Accounting Standards Update 2014-09, "Revenue from Contracts with Customers" (Topic 606), or Accounting Standards Codification 606 ("ASC 606"). This guidance outlines a single, comprehensive model for entities to use in accounting for revenue arising from contracts with customers and supersedes most former revenue recognition guidance issued by the FASB. Under the new revenue recognition standard, entities apply a five-step model that depicts the transfer of promised goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services. Specifically, organizations identify the performance obligations within their contracts with customers, allocate the transaction price received from customers to each performance obligation identified within their contracts, and recognize revenue as the performance obligations are satisfied. The new guidance requires enhanced disclosures, including revenue recognition policies to identify performance obligations to customers and significant judgments in measurement and recognition. On July 1, 2019, the Chamber adopted ASC 606 and all the related amendments to all contracts using the modified retrospective method.

The adoption of ASC 606 did not have a significant impact on the Chamber's financial statements. Based on the Chamber's evaluation process and review of its contracts with customers, the timing and amount of revenue recognized previously are consistent with how revenue is recognized under the new standard. No changes were required to previously reported revenues as a result of the adoption.

NOTE 1 - NATURE OF BUSINESS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES
(CONTINUED)

Estimates

The preparation of financial statements in conformity with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Reclassifications

Certain prior year amounts have been reclassified to conform to current year presentation.

Cost allocation

The financial statements report certain categories of expenses that are attributable to more than one program or supporting function. Therefore, these expenses require allocation on a reasonable basis that is consistently applied. The expenses that are allocated include salaries and benefits, which are allocated based on estimates of time and effort.

Subsequent events

The Chamber has evaluated subsequent events through September 20, 2021, the date the financial statements were available to be issued.

NOTE 2 - CONCENTRATION OF CREDIT RISK

The Chamber maintains cash balances with commercial banks in deposit accounts. The Federal Deposit Insurance Corporation (FDIC) insured these deposits up to \$250,000 per bank. At June 30, 2021 and 2020, uninsured deposits totaled approximately \$1,396,000 and \$1,538,000, respectively.

NOTE 3 - LIQUIDITY AND AVAILABILITY OF FINANCIAL ASSETS

At June 30, 2021 and 2020, the Chamber has \$2,754,469 and \$1,492,362, respectively, of financial assets available within one year of the statement of financial position date to meet cash needs for general operating expenditures. Financial assets consist of cash and accounts receivable.

NOTE 4 - PROPERTY AND EQUIPMENT

Property and equipment consists of the following:

	<u>June 30,</u>	
	<u>2021</u>	<u>2020</u>
Land	\$ 364,230	\$ 364,230
Building	1,915,405	1,852,484
Furniture and equipment	514,799	458,268
Capital improvements	86,680	83,039
Computer software	51,307	51,307
	<u>2,932,421</u>	<u>2,809,328</u>
Less accumulated depreciation	<u>(2,021,464)</u>	<u>(1,950,302)</u>
	<u>\$ 910,957</u>	<u>\$ 859,026</u>

NOTE 5 - DEFERRED REVENUE

Deferred revenue consists of the following:

	<u>2021</u>	<u>June 30,</u> <u>2020</u>
Visitor and Convention Bureau	\$ 730,361	\$ 579,777
Private tourism investment	699,091	368,990
Membership dues	232,390	252,410
Internet sales	130,399	109,168
Other	52,842	10,670
Leadership Hilton Head	16,183	18,386
	<u>\$ 1,861,266</u>	<u>\$ 1,339,401</u>

NOTE 6 - LEASE COMMITMENTS

The Chamber leases certain office equipment under noncancelable operating leases, expiring at various times through 2026. At June 30, 2021, future minimum rental commitments under these agreements are as follows:

<u>Year ending June 30,</u>	
2022	\$ 30,948
2023	30,948
2024	24,198
2025	3,948
2026	1,645
Thereafter	-
	<u>\$ 91,687</u>

Expense associated with operating lease agreements totaled \$75,226 and \$1,264 for the years ended June 30, 2021 and 2020, respectively.

The Chamber leases certain office space to a related third party. This agreement extends through 2026. The following is a summary of future rents due under the agreement:

<u>Year ending June 30,</u>	
2022	\$ 63,000
2023	66,600
2024	67,200
2025	67,200
2026	33,600
Thereafter	-
	<u>\$ 297,600</u>

Rental income associated with this lease agreement totaled \$30,000 and \$0 during the years ended June 30, 2021 and 2020, respectively.

NOTE 7 - RETIREMENT PLAN

The Chamber is a participant in the American Chamber of Commerce 401(k) Retirement/Savings Plan (the "Plan"). The Chamber contributes a percentage of each eligible employee's salary and matches each employee's contribution up to a fixed maximum percentage. The Plan covers employees who have more than six months of service with the Chamber. The Chamber contributed \$82,970 and \$85,843 to the Plan for the years ended June 30, 2021 and 2020, respectively.

NOTE 8 - COVID-19

In March 2020, there was a global outbreak of a new strain of coronavirus, COVID-19, which the World Health Organization declared to be a global pandemic. To date, COVID-19 has resulted in government-imposed quarantines, certain travel restrictions and other public health safety measures. The impact of the COVID-19 outbreak on the Chamber's financial condition and results of operations will depend on future developments, including the duration and spread of the outbreak and related advisories and restrictions that could impact the Chamber. The impact of the COVID-19 outbreaks and associated effects on the Chamber and the overall economy are uncertain and cannot be predicted.

SUPPLEMENTARY INFORMATION

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE

SCHEDULE OF DETAILED REVENUES AND EXPENSES
YEAR ENDED JUNE 30, 2021

	ACCOMMODATIONS TAX			PARKS,	MARKETING	MEMBERSHIP	TOTAL
	TOWN OF HHI	BLUFFTON	SOUTHERN BEAUFORT CO	RECREATION AND TOURISM			
Revenues							
Town of Hilton Head Island DMO	\$ 2,333,270	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,333,270
Town of Hilton Head Isl. Supplemental grant	257,602	-	-	-	-	-	257,602
Beaufort County DMO	-	-	287,614	-	-	-	287,614
Town of Bluffton DMO	-	243,838	-	-	-	-	243,838
SCPRT DMO grant	-	-	-	825,000	-	-	825,000
SCPRT co-op grant	-	-	-	425,000	-	-	425,000
SCPRT Tourism Recovery grant	-	-	-	1,430,000	-	-	1,430,000
Member funding	-	-	-	-	1,706,701	1,331,167	3,037,868
Total revenues	<u>2,590,872</u>	<u>243,838</u>	<u>287,614</u>	<u>2,680,000</u>	<u>1,706,701</u>	<u>1,331,167</u>	<u>8,840,192</u>
Expenses							
Leisure	1,544,713	25,805	75,000	873,521	362,967	-	2,882,006
Town of Bluffton marketing	-	125,648	-	-	-	-	125,648
Beaufort County marketing - Bluffton	-	-	88,713	-	-	-	88,713
Beaufort County marketing - Daufuskie	-	-	3,226	-	-	-	3,226
Meetings and group	78,560	-	-	9,340	74,659	-	162,559
Public relations	123,513	-	-	81,757	59,581	-	264,851
Market planning and research	74,107	2,165	14,258	-	57,257	-	147,787
Marketing co-op programs	-	-	-	1,527,882	880,941	-	2,408,823
Membership related expenses	-	-	-	-	-	173,358	173,358
General contingency	-	-	-	-	25,413	-	25,413
Sales, marketing and administrative	769,979	90,220	106,417	187,500	245,883	1,075,347	2,475,346
Total expenses	<u>2,590,872</u>	<u>243,838</u>	<u>287,614</u>	<u>2,680,000</u>	<u>1,706,701</u>	<u>1,248,705</u>	<u>8,757,730</u>
Excess of revenues over expenses	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 82,462</u>	<u>\$ 82,462</u>

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE

DESTINATION MARKETING ORGANIZATION OF THE TOWN OF HILTON HEAD ISLAND

HILTON HEAD ISLAND VISITOR AND CONVENTION BUREAU
SCHEDULE OF DETAILED REVENUES AND EXPENSES
YEAR ENDED JUNE 30, 2021

	TOWN OF HHI ACCOMMODATIONS <u>TAX</u>
Revenues	
Town of Hilton Head Island - DMO	\$ 2,333,270
Town of Hilton Head Island - Supplemental Grant 2020-21	<u>257,602</u>
Total revenue	<u>2,590,872</u>
Expenses	
Direct marketing	
Leisure	
Fulfillment	43,923
Vacation Planner	105,279
Print Media	791,872
Supplemental Grant - Golf Marketing	160,916
Supplemental Grant - Leisure	10,070
Supplemental Grant - Festival/Events	22,166
Destination Photography	3,373
800 Toll-free number	2,051
Digital Promotions	278,216
Social Media	112,406
SEO	<u>14,441</u>
Total leisure	<u>1,544,713</u>
Meetings and group	
Supplemental Grant - Meetings	64,450
SEM - Groups	5,060
Social Media - Groups	1,830
Digital Meetings	<u>7,220</u>
Total meetings and group	<u>78,560</u>

(continued)

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE

DESTINATION MARKETING ORGANIZATION OF THE TOWN OF HILTON HEAD ISLAND

HILTON HEAD ISLAND VISITOR AND CONVENTION BUREAU
SCHEDULE OF DETAILED REVENUES AND EXPENSES (continued)
YEAR ENDED JUNE 30, 2021

	TOWN OF HHI ACCOMMODATIONS TAX
Expenses (continued)	
Direct marketing (continued)	
Public relations	
Public relations firm	123,513
Total public relations	<u>123,513</u>
Market research	
Strategic Planning & Research	74,107
Total research, planning and contingency	<u>74,107</u>
Total direct marketing expenses	<u>1,820,893</u>
Sales, marketing and administrative	
Salaries	531,543
Payroll taxes	26,778
Employee benefits - 401K	26,577
Employee benefits - Insurance	53,624
Operations - Other	83,005
Operations - Building expense	<u>48,452</u>
Total sales, marketing and administrative	<u>769,979</u>
Total expenses	<u>2,590,872</u>
Excess of revenues over expenses	<u>\$ -</u>

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE

DESTINATION MARKETING ORGANIZATION OF THE TOWN OF BLUFFTON

HILTON HEAD ISLAND VISITOR AND CONVENTION BUREAU
SCHEDULE OF DETAILED REVENUES AND EXPENSES
YEAR ENDED JUNE 30, 2021

	BLUFFTON ACCOMMODATIONS TAX
Revenues	
Town of Bluffton - DMO	\$ 243,838
Total revenue	<u>243,838</u>
Expenses	
Direct marketing	
Bluffton fulfillment (regional)	6,776
Vacation planner (regional)	14,400
Vacation planner (Bluffton only guide)	46,597
Digital promotions - Social Media	15,100
Digital promotions - Website/SEO	7,500
Digital promotions - Google/Facebook	11,201
Leisure marketing (Garden & Gun)	25,000
Photography	4,074
VisitBluffton.org	20,000
Leisure Marketing - Other	805
Bluffton Visitor Research	2,165
Total direct marketing expenses	<u>153,618</u>
Sales, marketing and administrative	
Salaries	62,282
Payroll taxes	3,138
Employee benefits - 401K	3,114
Employee benefits - Insurance	6,283
Operations - Other	9,726
Operations - Building expense	5,677
Total sales, marketing and administrative	<u>90,220</u>
Total expenses	<u>243,838</u>
Excess of revenues over expenses	\$ <u><u>-</u></u>

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE

DESTINATION MARKETING ORGANIZATION OF SOUTHERN BEAUFORT COUNTY

HILTON HEAD ISLAND VISITOR AND CONVENTION BUREAU
SCHEDULE OF DETAILED REVENUES AND EXPENSES
YEAR ENDED JUNE 30, 2021

	<u>BEAUFORT COUNTY</u> <u>ACCOMMODATIONS</u> <u>TAX</u>
Revenues	
Southern Beaufort County - DMO	\$ 287,614
Total revenue	287,614
Expenses	
Direct marketing	
Leisure	
Fulfillment	8,812
Vacation planner	22,597
Digital promotions - Website/SEO/Social Media	25,800
Digital promotions - Facebook	30,209
Leisure marketing (Garden & Gun)	75,000
Trade shows (American Bus Assoc.)	795
SC Sports Alliance	500
Daufuskie marketing	3,226
BC/Bluffton visitor research	14,258
Total leisure	181,197
Total direct marketing expenses	181,197
Sales, marketing and administrative	
Salaries	73,463
Payroll taxes	3,701
Employee benefits - 401K	3,673
Employee benefits - Insurance	7,411
Operations - Other	11,472
Operations - Building expense	6,697
Total sales, marketing and administrative	106,417
Total expenses	287,614
Excess of revenues over expenses	\$ -

**HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE**

Financial Statements
with Additional Information
Years Ended June 30, 2020 and 2019
and
Independent Auditors' Report



**HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE**

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J. W. Hunt and Company

Certified Public Accountants

INDEPENDENT AUDITORS' REPORT

To the Board of Directors and Members
of Hilton Head Island - Bluffton
Chamber of Commerce

We have audited the accompanying financial statements of Hilton Head Island - Bluffton Chamber of Commerce, which comprise the statements of financial position as of June 30, 2020 and 2019, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Hilton Head Island - Bluffton Chamber of Commerce, as of June 30, 2020 and 2019, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

J.W. Hunt and Company, LLP.

September 17, 2020

**HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE**

STATEMENTS OF FINANCIAL POSITION, JUNE 30, 2020 AND 2019

	<u>2020</u>	<u>2019</u>
CURRENT ASSETS:		
Cash	\$ 1,415,388	\$ 613,604
Accounts receivable	77,085	57,472
Less, allowance for uncollectible accounts	(111)	(70)
Prepaid expenses	90,743	140,707
Other	<u>9,293</u>	<u>9,293</u>
Total current assets	1,592,398	821,006
 PROPERTY AND EQUIPMENT, net	 <u>859,026</u>	 <u>857,252</u>
Total assets	<u><u>\$ 2,451,424</u></u>	<u><u>\$ 1,678,258</u></u>
 LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES:		
Accounts payable	\$ 335,693	\$ 373,909
Deferred revenue	1,339,401	509,532
Other liabilities	<u>139,364</u>	<u>166,657</u>
Total current liabilities	1,814,458	1,050,098
 NET ASSETS:		
Without donor restrictions	<u>636,966</u>	<u>628,160</u>
Total net assets	<u>636,966</u>	<u>628,160</u>
Total liabilities and net assets	<u><u>\$ 2,451,424</u></u>	<u><u>\$ 1,678,258</u></u>

THE ACCOMPANYING NOTES ARE AN INTEGRAL PART OF THE FINANCIAL STATEMENTS

**HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE**

STATEMENTS OF ACTIVITIES, YEARS ENDED JUNE 30, 2020 AND 2019

	<u>2020</u>	<u>2019</u>
REVENUES AND OTHER SUPPORT:		
Visitor and Convention Bureau projects	\$ 5,586,604	\$ 6,367,812
Membership dues	658,379	700,644
Membership projects	879,362	880,577
Brochure advertising	268,653	256,850
Building rent and common share	17,450	4,000
Interest income	9,619	3,191
	<u>7,420,067</u>	<u>8,213,074</u>
Total revenues and other support	<u>7,420,067</u>	<u>8,213,074</u>
EXPENSES:		
Visitor and Convention Bureau	4,205,257	5,039,661
Salaries and related benefits	2,377,172	2,244,486
General and administrative	299,375	370,247
Membership projects	359,362	363,257
Bluffton Office	21,668	31,164
Depreciation	64,127	65,138
Building	84,300	95,447
	<u>7,411,261</u>	<u>8,209,400</u>
Total expenses	<u>7,411,261</u>	<u>8,209,400</u>
CHANGE IN NET ASSETS	8,806	3,674
NET ASSETS, BEGINNING OF YEAR	<u>628,160</u>	<u>624,486</u>
NET ASSETS, END OF YEAR	<u>\$ 636,966</u>	<u>\$ 628,160</u>

THE ACCOMPANYING NOTES ARE AN INTEGRAL PART OF THE FINANCIAL STATEMENTS

**HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE**

STATEMENTS OF CASH FLOWS, YEARS ENDED JUNE 30, 2020 AND 2019

	<u>2020</u>	<u>2019</u>
CASH FLOWS FROM OPERATING ACTIVITIES:		
Change in net assets	\$ 8,806	\$ 3,674
Adjustments to reconcile change in unrestricted net assets to net cash provided by operating activities:		
Depreciation	64,127	65,138
Changes in assets and liabilities:		
Increase in accounts receivable	(19,572)	(17,840)
Increase in prepaid expenses and other assets	49,964	(36,210)
Increase (decrease) in accounts payable	(38,216)	(43,734)
Increase (decrease) in other liabilities	(27,293)	36,922
Increase (decrease) in deferred revenue	<u>829,869</u>	<u>35,860</u>
Net cash provided by operating activities	<u>867,685</u>	<u>43,810</u>
CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchase of property and equipment	(57,206)	(6,858)
Purchase of capital improvements	<u>(8,695)</u>	<u>(18,677)</u>
Net cash used by investing activities	<u>(65,901)</u>	<u>(25,535)</u>
NET CHANGE IN CASH	801,784	18,275
CASH, BEGINNING OF YEAR	<u>613,604</u>	<u>595,329</u>
CASH, END OF YEAR	<u><u>\$ 1,415,388</u></u>	<u><u>\$ 613,604</u></u>

THE ACCOMPANYING NOTES ARE AN INTEGRAL PART OF THE FINANCIAL STATEMENTS

**HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE**

NOTES TO FINANCIAL STATEMENTS, JUNE 30, 2020 AND 2019

**NOTE 1 - ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING
POLICIES:**

The Hilton Head Island - Bluffton Chamber of Commerce (the "Chamber") is a not-for-profit organization established February 5, 1957, to represent, serve and promote the common interests of its membership and the business community and to contribute to the preservation and prudent economic growth of southern Beaufort County of South Carolina area as a healthy place to live and do business.

Date of Management's Review:

Subsequent events were evaluated through September 17, 2020, which is the date the financial statements were available to be issued.

Basis of Presentation:

The Chamber's financial statements are prepared on the accrual basis of accounting in accordance with U.S. generally accepted accounting principles (GAAP).

The Chamber reports information regarding its financial position and activities according to two classes of net assets that are based upon the existence or absence of restrictions on use that are placed by its donors: net assets without donor restrictions and net assets with donor restrictions.

Net assets without donor restrictions are resources available to support operations and not subject to donor restrictions. The only limits on the use of net assets without donor restrictions are the broad limits resulting from the nature of the Chamber, the environment in which it operates, the purposes specified in its corporate documents and application for tax-exempt status, and any limits resulting from contractual agreements with creditors and others that are entered into in the course of its operations.

Net assets with donor restrictions are resources that are subject to donor-imposed restrictions. Some restrictions are temporary in nature, such as those that are restricted by a donor for use for a particular purpose or in a particular future period. Other restrictions may be perpetual in nature; such as those restricted by a donor that the resources be maintained in perpetuity. The Chamber does not have any assets that are subject to donor-imposed restrictions.

The statement of activities presents revenues and expenses categorized in accordance with the overall mission of the Chamber.

Property and Equipment:

Land donated to the Chamber is recorded at fair value on the date of donation. All other property and equipment is recorded at cost, less accumulated depreciation, computed by using the straight-line method. Estimated useful lives range from three to ten years for furniture, equipment, and capital improvements, three years for computer software, and thirty years for the building.

The Chamber generally capitalizes all expenditures for property and equipment in excess of \$1,000.

Membership Dues:

Membership dues are recognized as revenue ratably over the periods which members are entitled to services.

Visitor and Convention Bureau (V&CB):

The V&CB is a division of the Chamber. Funding for the V&CB is provided by membership investment, the state of South Carolina, Beaufort County, the Town of Hilton Head Island and Town of Bluffton through accommodations taxes (ATAX) and the Department of Parks, Recreation and Tourism (PRT) funds. Revenue is recognized as services are performed.

Membership Projects:

The Chamber conducts various training, educational seminars and promotions for its members. Tickets and sponsorships are sold to cover the expenses of conducting these functions. Project revenue is recognized on an accrual basis as earned.

Advertising Revenue:

Advertising revenue is collected in advance and is deferred and recognized over the period the advertisement runs.

Use of Estimates:

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial

statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Income Taxes:

The Chamber has received a determination letter from the Internal Revenue Service (IRS) indicating it is a not-for-profit corporation organized under Section 501(c)(6) of the Internal Revenue Code. However, income from certain activities not directly related to the Chamber's tax exempt purpose is subject to federal and state income tax as unrelated business income. Management has determined that the Chamber has no current obligations for unrelated business income tax. Accordingly, no provisions for federal and state income taxes are required. The Chamber is not classified as a private foundation.

GAAP require management to evaluate tax positions taken by the Chamber and recognize a tax liability (or asset) if the Chamber has taken an uncertain position that more likely than not would not be sustained upon examination by the IRS. Management has analyzed the tax positions taken by the Chamber, and has concluded that as of June 30, 2020, there are no uncertain positions taken or expected to be taken that would require recognition of a liability (or asset) or disclosure in the financial statements. The Chamber is subject to routine audits by taxing jurisdictions; however there are currently no audits for any tax periods in progress. Management believes it is no longer subject to income tax examinations prior to 2017.

New Accounting Pronouncement:

During the current year, the Chamber adopted Accounting Standards Update (ASU) No. 2014-09, Revenue from Contracts with Customers (Topic 606), which requires the Chamber to recognize revenue when it transfers control of promised goods or services. Revenue is recognized in an amount that reflects the consideration the Chamber expects to receive in exchange for those goods or services. The ASU also requires the Chamber to disclose sufficient quantitative and qualitative information to enable users of the financial statements to understand the nature, amount, timing, and uncertainty of revenue and cash flows arising from contracts with customers. Management has determined that this ASU did not significantly impact the Chamber's financial statements.

NOTE 2 - BANK DEPOSITS:

During the year and at year end, the Chamber's bank balances were in excess of federal depository insurance coverage. Management believes the credit risk associated with exceeding the insurance coverage is balanced by the stability of the financial institution involved.

NOTE 3 - PROPERTY AND EQUIPMENT:

Components of property and equipment were as follows:

	JUNE 30,	
	<u>2020</u>	<u>2019</u>
Land	\$ 364,230	\$ 364,230
Building	1,852,484	1,852,484
Furniture and equipment	458,268	453,226
Capital improvements	83,038	77,594
Computer software	51,308	52,712
Total	<u>2,809,328</u>	<u>2,800,246</u>
Less: Accumulated depreciation	<u>(1,950,302)</u>	<u>(1,942,994)</u>
Property and equipment, net	<u>\$ 859,026</u>	<u>\$ 857,252</u>

NOTE 4 - DEFERRED REVENUE:

Components of deferred revenue were as follows:

	JUNE 30,	
	<u>2020</u>	<u>2019</u>
Membership dues	\$ 252,410	\$ 244,909
Visitor and Convention Bureau revenue	579,777	74,394
Leadership Hilton Head revenue	18,386	13,151
Private tourism investment	368,990	-
Other	10,670	42,952
Internet sales	<u>109,168</u>	<u>134,126</u>
Totals	<u>\$ 1,339,401</u>	<u>\$ 509,532</u>

NOTE 5 - LEASE COMMITMENTS:

The Chamber leases certain office equipment under noncancelable operating lease agreements. Lease expense charged to operations under lease agreements was \$1,264 and \$3,792, respectively for the years ended June 30, 2020 and 2019. There are no future minimum lease payments under these leases for the year ended June 30, 2020.

The Chamber's lease on the Bluffton office is on a month-to-month basis.

NOTE 6 - LIQUIDITY AND AVAILABILITY OF RESOURCES:

The Chamber's financial assets consisted of the following at June 30, 2020 and 2019:

	<u>2020</u>	<u>2019</u>
Cash	\$ 1,415,388	\$ 613,604
Accounts receivable	<u>77,085</u>	<u>57,472</u>
Total financial assets	<u>\$ 1,492,473</u>	<u>\$ 671,076</u>

As of June 30, 2020, all of the financial assets above could readily be made available within one year of the balance sheet date to meet general expenditures.

The Chamber regularly monitors liquidity required to meet its operating needs and other contractual commitments, while also striving to maximize the investment of its available funds. For purposes of analyzing resources available to meet general expenditures over a 12-month period, the Chamber considers all expenditures related to its ongoing mission-related activities as well as the conduct of services undertaken to support those activities to be general expenditures.

In addition to financial assets available to meet general expenditures over the next 12 months, the Chamber operates with a balanced budget and anticipates collecting sufficient revenue to cover general expenditures. Refer to the statement of cash flows, which identifies the sources and uses of the Chamber's cash and shows positive cash generated by operations for the years ended June 30, 2020 and 2019.

NOTE 7 - EMPLOYEE BENEFITS:

The Chamber is a participant in the American Chamber of Commerce 401(k) Retirement/Savings Plan (the Plan). The Chamber contributes a percentage of each eligible employee's salary and matches each employee's contribution to a fixed maximum percentage. The Plan covers employees who have one or more years of service with the Chamber. The Chamber contributed \$85,843 and \$81,066 to the Plan for the years ended June 30, 2020 and 2019, respectively.



J. W. Hunt and Company

Certified Public Accountants

**INDEPENDENT AUDITORS' REPORT ON
ADDITIONAL INFORMATION**

To the Board of Directors and Members
of Hilton Head Island – Bluffton
Chamber of Commerce

We have audited the financial statements of Hilton Head Island – Bluffton Chamber of Commerce as of and for the years ended June 30, 2020 and 2019, and our report thereon dated September 17, 2020, which expressed an unmodified opinion on those financial statements, appears on page 1. Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The accompanying additional information presented on pages 12 through 16 is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

J.W. Hunt and Company, LLP.

September 17, 2020

**HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE**

DESTINATION MARKETING ORGANIZATION OF THE TOWN OF HILTON HEAD ISLAND

HILTON HEAD ISLAND VISITOR AND CONVENTION BUREAU
SCHEDULE OF REVENUES AND FUNCTIONAL EXPENSES,
YEAR ENDED JUNE 30, 2020

	TOWN OF HHI ACCOMMODATIONS <u>TAX</u>
Revenues - Town of Hilton Head Island - DMO	\$ 2,175,796
Town of Hilton Head Island - Supplmt Grant 2019-20	491,047
Town of Hilton Head Island - Crisis Fund	175,000
Total revenue	2,841,843
Expenses:	
Direct marketing:	
Leisure:	
Fulfillment	\$ 44,117
Vacation planner	124,333
Print media	323,618
Leisure Co-op	14,472
Supplemental grant - Golf Marketing	121,315
Supplemental grant - Leisure	294,798
Supplemental grant - Crisis Fund	175,000
Destination photography	4,288
800 Toll-free number	3,688
Digital promotions	236,160
Social media	70,288
Total leisure	1,412,077
Meetings and group:	
Trade shows	85,083
Supplemental grant - Meetings	74,935
Meeting FAMS	376
Meeting collateral	7,476
Site inspections	1,433
Trade sponsorships	50
Trade media	3,316
Total meetings and group	172,669

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE
 DESTINATION MARKETING ORGANIZATION OF THE TOWN OF HILTON HEAD ISLAND
 HILTON HEAD ISLAND VISITOR AND CONVENTION BUREAU
 SCHEDULE OF REVENUES AND FUNCTIONAL EXPENSES,
 YEAR ENDED JUNE 30, 2020

	TOWN OF HHI ACCOMMODATIONS TAX
Expenses (continued):	
Direct marketing (continued):	
Public relations:	
Public relations firm	\$ 128,152
Editorial initiatives/ photography	77,215
Total public relations	<u>205,367</u>
International:	
Coastal South Carolina	25,724
International promotions	22,088
Pow Wow International	1,286
Total international	<u>49,098</u>
Market research:	
Strategic planning & research	191,217
General contingency	6,370
Total research, planning and contingency	<u>197,587</u>
Total direct marketing expenses	<u>2,036,798</u>
Sales, marketing, visitor services and admin:	
Salaries	\$ 552,828
Payroll taxes	39,267
Employee benefits - 401K	27,641
Employee benefits - Insurance	56,327
Operations - Other	91,260
Operations - Building	37,722
Total sales, marketing, visitor services and admin	<u>805,045</u>
Total expenses	<u>2,841,843</u>
Excess of revenues over expenses	<u>\$ -</u>

**HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE**

DESTINATION MARKETING ORGANIZATION OF THE TOWN OF BLUFFTON

HILTON HEAD ISLAND VISITOR AND CONVENTION BUREAU
SCHEDULE OF REVENUES AND FUNCTIONAL EXPENSES,
YEAR ENDED JUNE 30, 2020

	BLUFFTON ACCOMMODATIONS <u>TAX</u>
Revenues - Town of Bluffton DMO	\$ 218,920
Town of Bluffton Special Grant - Special	25,000
Total Revenue	243,920
Expenses:	
Bluffton fulfillment	3,936
Vacation planner	11,510
Digital promotions - Social Media	37,200
Digital promotions - Website/SEO	18,000
Digital Promotions - Google/Facebook/Other	20,324
Leisure marketing (Southern Living)	31,100
Leisure marketing (Departures)	14,850
Town of Bluffton grant - special projects	25,000
Bluffton visitor research	1,000
Total direct marketing expenses	162,920
Administrative:	
Salaries	55,623
Payroll taxes	3,951
Employee benefits - 401K	2,781
Employee benefits - Insurance	5,667
Operations - Other	9,182
Operations - Building expense	3,796
Total administrative	81,000
Total expenses	243,920
Excess of revenues over expenses	\$ -

**HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE**

DESTINATION MARKETING ORGANIZATION OF SOUTHERN BEAUFORT COUNTY

HILTON HEAD ISLAND VISITOR AND CONVENTION BUREAU
SCHEDULE OF REVENUES AND FUNCTIONAL EXPENSES,
YEAR ENDED JUNE 30, 2020

	BEAUFORT COUNTY ACCOMMODATIONS <u>TAX</u>
Revenues - Southern Beaufort County DMO	\$ 283,424
Beaufort County Special Grant	10,000
Total Revenue	293,424
Expenses:	
Fulfillment	6,250
Vacation planner	17,196
Digital promotions - Website/SEO/Social Media	30,709
Leisure marketing (Southern Living/Departures Magazine)	49,203
Leisure marketing (Garden & Gun)	20,000
Leisure Marketing (Southern Living Accrued for FY2021)	31,819
Trade Shows (ABA/Parris Island)	3,466
Beaufort County Grant - Special Projects (Monster Bear Media)	10,000
Daufuskie Marketing	11,914
BC/Bluffton Visitor Research	8,000
Total direct marketing expenses	188,557
Administrative:	
Salaries	72,012
Payroll taxes	5,115
Employee benefits - 401K	3,601
Employee benefits - Insurance	7,337
Operations - Other	11,888
Operations - Building Expense	4,914
Total administrative	104,867
Total expenses	293,424
Excess of revenues over expenses	\$ -

**HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE**

**SCHEDULE OF REVENUES AND FUNCTIONAL EXPENSES,
YEAR ENDED JUNE 30, 2020**

	ACCOMMODATIONS TAX			PARKS, RECREATION AND TOURISM	MARKETING	MEMBERSHIP	TOTAL
	TOWN OF HHI	BLUFFTON	B/C DMO				
Revenues:							
Town of Hilton Head Island DMO	\$ 2,175,796	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,175,796
Town of Hilton Head Isl. Supplemental grants	491,047	-	-	-	-	-	491,047
Town of Hilton Head Isl. Crisis fund	175,000	-	-	-	-	-	175,000
Beaufort County DMO	-	-	283,424	-	-	-	283,424
Beaufort County DMO / Supl Grants	-	-	10,000	-	-	-	10,000
Town of Bluffton DMO	-	218,920	-	-	-	-	218,920
Town of Bluffton Supplemental grants	-	25,000	-	-	-	-	25,000
SCPRT DMO grants	-	-	-	700,000	-	-	700,000
SCPRT co-op grants	-	-	-	550,000	-	-	550,000
Member funding	-	-	-	-	1,226,070	1,564,810	2,790,880
Total revenues	2,841,843	243,920	293,424	1,250,000	1,226,070	1,564,810	7,420,067
Expenses:							
Leisure	1,412,077	45,950	109,912	458,902	-	-	2,026,841
Town of Bluffton marketing	-	115,970	-	-	-	-	115,970
Beaufort County marketing - Bluffton	-	-	26,912	-	-	-	26,912
Beaufort County marketing - FY2021 Accru.	-	-	31,819	-	(31,819)	-	-
Beaufort County marketing - Daufuskie	-	-	11,914	-	-	-	11,914
Meetings and group	172,669	-	-	54,240	-	-	226,909
Public relations	205,367	-	-	113,973	-	-	319,340
International	49,098	-	-	27,248	-	-	76,346
Market planning and research	191,217	1,000	8,000	2,310	-	-	202,527
Marketing co-op programs	-	-	-	401,676	730,774	-	1,132,450
Membership related expenses	-	-	-	-	-	411,029	411,029
General contingency	6,370	-	-	4,150	55,527	-	66,047
Sales, marketing and administrative	805,045	81,000	104,867	187,501	471,588	1,144,975	2,794,976
Total expenses	2,841,843	243,920	293,424	1,250,000	1,226,070	1,556,004	7,411,261
Excess of revenues over expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,806	\$ 8,806

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
INCOME STATEMENT
FOR THE Twelve MONTHs ENDING June 30, 2021

	CURRENT ACTUAL	CURRENT BUDGET	YTD ACTUAL	YTD BUDGET	TOTAL BUDGET	YTD 19/20 ACTUAL
REVENUES:						
CONTINUING DUES	\$ 12,204.46	\$ 12,000.00	\$ 648,253.14	\$ 655,000.00	\$ 655,000.00	\$ 615,281.34
NEW DUES	780.42	1,000.00	61,213.92	58,000.00	58,000.00	43,027.34
ENROLLMENT PROC. FEES	0.00	38.00	0.00	500.00	500.00	70.00
INTEREST INCOME	228.23	400.00	3,707.29	4,800.00	4,800.00	9,618.88
CONFERENCE ROOM RENTAL	450.00	413.00	1,700.00	5,000.00	5,000.00	512.50
MARKETING FEE	5,658.94	2,837.00	37,806.28	34,000.00	34,000.00	40,393.62
MISCELLANEOUS INCOME	150.00	400.00	4,386.93	4,800.00	4,800.00	18,825.87
RENTAL INCOME	6,022.50	1,000.00	36,135.00	9,000.00	9,000.00	17,450.00
OPERATING REVENUE	25,494.55	18,088.00	793,202.56	771,100.00	771,100.00	745,179.55
ACCOMMODATIONS TAX	0.00	0.00	2,333,270.19	1,520,000.00	1,520,000.00	2,175,796.33
TOWN OF BLUFFTON ATAX	0.00	0.00	243,838.40	135,000.00	135,000.00	218,919.61
TOWN OF HH SUPPLEMENTAL G	111,737.22	20,837.00	257,601.89	250,000.00	250,000.00	491,047.09
TOWN OF BLFTN ATAX-SPECIAL	0.00	0.00	0.00	0.00	0.00	25,000.00
PRT FUND SHARING-REGULAR	0.00	0.00	825,000.00	825,000.00	825,000.00	700,000.00
PRT TOURISM RECOVERY MKTN	0.00	0.00	1,430,000.00	0.00	0.00	0.00
TOWN HH - ATAX CRISIS FUND	0.00	0.00	0.00	0.00	0.00	175,000.00
BEAUFORT COUNTY MARKETIN	0.00	0.00	287,613.83	198,000.00	198,000.00	283,424.31
BEAUFORT COUNTY MKTG-GRA	0.00	0.00	0.00	0.00	0.00	10,000.00
SC PRT FUND SHARING CO-OP	0.00	0.00	425,000.00	425,000.00	425,000.00	550,000.00
GOVT. MARKETING FUNDS	111,737.22	20,837.00	5,802,324.31	3,353,000.00	3,353,000.00	4,629,187.34
VACATION PLANNER	7,502.00	2,000.00	253,797.00	240,000.00	240,000.00	268,652.75
GROUP SALES	0.00	1,000.00	618.10	10,000.00	10,000.00	15,250.45
WEBSITE PREMIER PRTSHP	0.00	0.00	0.00	0.00	0.00	90,000.00
EVENT PROMOTIONS	0.00	413.00	0.00	5,000.00	5,000.00	0.00
LEISURE CO-OP	1,250.00	0.00	42,100.00	20,000.00	20,000.00	14,750.00
GROUP TRAVEL & SALES	0.00	0.00	0.00	0.00	0.00	10,436.53
SCPRT PRIV MATCH / LEISURE	110,191.00	35,000.00	1,120,717.78	420,000.00	420,000.00	660,763.02
SCPRT PRIV MATCH / SPORTS	0.00	8,337.00	156,510.00	100,000.00	100,000.00	167,516.00
SCPRT PRIV MATCH / MEETING	13,500.00	27,500.00	114,542.17	330,000.00	330,000.00	500,582.26
V&CB CARRYOVER	(182,583.96)	0.00	(182,583.96)	0.00	0.00	(505,382.73)
CRISIS FUND - PRIVATE	0.00	0.00	200,000.00	0.00	0.00	0.00
MISC. V&CB INCOME	0.00	0.00	1,000.00	0.00	0.00	3,501.31
OTHER VISITOR & CONV. BUREA	(50,140.96)	74,250.00	1,706,701.09	1,125,000.00	1,125,000.00	1,226,069.59
TOTAL VISIT. & CONV. BUREAU	61,596.26	95,087.00	7,509,025.40	4,478,000.00	4,478,000.00	5,855,256.93
LEADERSHIP HH-ENROLLMENT	0.00	0.00	0.00	20,000.00	20,000.00	20,780.00
LEADERSHIP HH-SCHOLARSHIP	0.00	0.00	0.00	18,000.00	18,000.00	1,070.00
LEADERSHIP HH-CLASS PROJEC	0.00	0.00	0.00	0.00	0.00	18,342.76
LEADERSHIP HH-CARRYOVER	2,202.23	0.00	2,202.23	0.00	0.00	(4,419.13)
LEADERSHIP HH-OTHER INCOME	0.00	38.00	0.00	500.00	500.00	240.06
LEADERSHIP HILTON HEAD	2,202.23	38.00	2,202.23	38,500.00	38,500.00	36,013.69
CHAMBER BALL-CORPORATE S	0.00	0.00	0.00	40,000.00	40,000.00	63,300.00
CHAMBER BALL-CORPORATE T	0.00	0.00	0.00	57,000.00	57,000.00	55,950.00
CHAMBER BALL-TICKET SALES	0.00	0.00	0.00	39,375.00	39,375.00	48,850.00
CHAMBER BALL	0.00	0.00	0.00	136,375.00	136,375.00	168,100.00
UNITE SUMMIT	0.00	0.00	0.00	15,000.00	15,000.00	22,615.00
NONPROFIT SUMMIT	0.00	0.00	0.00	10,000.00	10,000.00	0.00
EXPO EVENTS	0.00	0.00	0.00	25,000.00	25,000.00	22,615.00
CONVERSATION & COCKTAILS	3,300.00	1,250.00	7,330.00	13,750.00	13,750.00	6,910.00
EXECUTIVE CONNECTION	0.00	350.00	0.00	1,050.00	1,050.00	350.00
JUNIOR LEADERSHIP	249.70	0.00	249.70	3,000.00	3,000.00	2,092.42
DIRECTORS RETREAT	0.00	0.00	0.00	3,625.00	3,625.00	0.00
MEMBERSHIP LABEL PROGRAM	0.00	0.00	150.00	450.00	450.00	0.00
MEMBERSHIP PUB.(NEWSLETTE	0.00	1,656.00	8,550.00	19,850.00	19,850.00	16,275.00
TASTE OF THE SEASON	0.00	0.00	56,270.00	73,500.00	73,500.00	77,459.00

For Management Purposes Only

**HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
INCOME STATEMENT
FOR THE Twelve MONTHs ENDING June 30, 2021**

	CURRENT ACTUAL	CURRENT BUDGET	YTD ACTUAL	YTD BUDGET	TOTAL BUDGET	YTD 19/20 ACTUAL
BUSINESS GOLF CLASSIC	0.00	34,180.00	53,150.00	34,180.00	34,180.00	35,975.00
HURRICANE FORUM	0.00	0.00	0.00	10,000.00	10,000.00	0.00
MEMBERSHIP DIRECTORY	0.00	0.00	0.00	0.00	0.00	75.00
LEGISLATIVE SERIES	0.00	0.00	0.00	1,500.00	1,500.00	1,500.00
STATE OF THE REGION	6,500.00	0.00	19,165.00	46,000.00	46,000.00	47,745.00
SMALL BUSINESS WEEK/SEMINA	0.00	0.00	0.00	6,000.00	6,000.00	120.00
WORKFORCE PROGRAMS	0.00	0.00	6,015.00	0.00	0.00	3,930.00
YOUNG PROFESSIONALS	0.00	0.00	0.00	0.00	0.00	2,695.00
CHAMBER LUNCHEON (B/H BUS	0.00	0.00	0.00	3,000.00	3,000.00	0.00
WEBSITE AD SALES	27,287.00	25,212.00	309,667.50	295,000.00	295,000.00	315,100.75
CHAMBER CHAMPION PROGRA	37,735.00	40,000.00	75,215.00	80,000.00	80,000.00	82,674.58
OTHER MEMBERSHIP PROJECTS	75,071.70	102,648.00	535,762.20	590,905.00	590,905.00	592,901.75
TOTAL REVENUE	164,364.74	215,861.00	8,840,192.39	6,039,880.00	6,039,880.00	7,420,066.92

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
INCOME STATEMENT
FOR THE Twelve MONTHs ENDING June 30, 2021

	CURRENT ACTUAL	CURRENT BUDGET	YTD ACTUAL	YTD BUDGET	TOTAL BUDGET	YTD 19/20 ACTUAL
EXPENSES:						
SALARIES & WAGES	276,729.99	143,422.00	1,711,171.83	1,732,675.00	1,732,675.00	1,958,773.92
PAYROLL TAXES	(26,072.38)	10,041.00	86,205.05	121,287.00	121,287.00	136,998.63
RETIREMENT PLAN (401K)	7,120.73	7,047.00	82,969.57	81,446.00	81,446.00	85,842.51
HEALTH INSURANCE	13,657.15	15,890.00	151,329.42	179,856.00	179,856.00	172,994.78
LIFE INSURANCE	1,146.86	1,264.00	13,228.92	15,187.00	15,187.00	14,176.55
OTHER ADMINISTRATIVE COSTS	956.83	675.00	7,834.67	8,100.00	8,100.00	8,385.33
PERSONNEL EXPENSES	273,539.18	178,339.00	2,052,739.46	2,138,551.00	2,138,551.00	2,377,171.72
PRINTING/PRODUCTION	781.71	663.00	14,447.88	8,000.00	8,000.00	11,719.06
OFFICE SUPPLIES	3,268.27	1,663.00	15,175.78	20,000.00	20,000.00	19,455.29
POSTAGE	4,212.35	250.00	5,833.75	3,000.00	3,000.00	4,388.19
TELEPHONE	5,609.88	3,845.00	49,525.45	46,140.00	46,140.00	48,073.95
EQUIPMENT LEASING/MAINT.	6,328.83	4,633.00	56,326.51	55,640.00	55,640.00	53,578.49
AUTOMOBILE	2,323.32	2,015.00	6,863.17	7,680.00	7,680.00	7,163.45
DEPRECIATION-FURN/EQUIP.	2,018.16	1,400.00	24,217.93	16,800.00	16,800.00	17,462.41
OFFICE & EQUIPMENT	24,542.52	14,469.00	172,390.47	157,260.00	157,260.00	161,840.84
GENERAL ENTERTAINMENT	1,235.38	1,337.00	11,009.96	16,000.00	16,000.00	13,243.94
TRAINING	813.93	2,837.00	979.08	34,000.00	34,000.00	33,155.52
DUES & SUBSCRIPTION	3,850.01	2,900.00	35,299.08	34,800.00	34,800.00	35,277.33
D&O/WORKERS COMP. INSURAN	1,065.16	1,326.00	12,701.64	14,800.00	14,800.00	14,544.36
PROFESSIONAL & LEGAL FEES	0.00	2,413.00	12,310.00	39,050.00	39,050.00	21,401.20
MISCELLANEOUS	1,759.25	3,000.00	21,121.70	36,000.00	36,000.00	37,333.19
ALLOWANCE FOR BAD DEBTS	1,035.17	1,000.00	1,035.17	1,000.00	1,000.00	41.33
OTHER OPERATING EXPENSES	9,758.90	14,813.00	94,456.63	175,650.00	175,650.00	154,996.87
BUILDING DEPRECIATION-COC	4,370.80	3,900.00	46,945.10	46,800.00	46,800.00	46,664.13
BUILDING UTILITIES-COC	2,327.46	2,900.00	18,117.33	19,800.00	19,800.00	17,041.17
BUILDING INSURANCE-COC	1,688.95	1,680.00	20,141.43	19,920.00	19,920.00	18,474.08
BUILDING MAINT./IMPROV.-COC	21,875.62	4,000.00	70,557.77	48,000.00	48,000.00	48,785.12
BUILDING EXPENSES-COC	30,262.83	12,480.00	155,761.63	134,520.00	134,520.00	130,964.50
FULFILLMENT	8,948.26	6,000.00	97,457.30	85,000.00	85,000.00	79,648.01
VACATION PLANNER	0.00	0.00	199,768.30	175,000.00	175,000.00	224,468.87
PRINT MEDIA	717,360.00	0.00	1,572,372.07	125,000.00	125,000.00	503,217.24
TOWN OF BLFTN SPECIAL GRAN	0.00	0.00	0.00	0.00	0.00	25,000.00
TOWN OF HH GRANT/GOLF(2022)	0.00	0.00	64,281.27	50,000.00	50,000.00	85,718.73
LEISURE CO-OP (EPROMOS)	0.00	2,800.00	29,235.12	65,000.00	65,000.00	22,503.34
TOWN OF HH GRANT/GOLF(2021)	49,226.16	8,335.00	96,634.89	50,000.00	50,000.00	35,595.80
TOWN OF HH GRANT/LEISURE	2,213.62	4,163.00	10,070.13	50,000.00	50,000.00	294,798.06
TOWN OF HH FESTIVAL/EVENTS	15,139.12	4,163.00	22,165.97	50,000.00	50,000.00	0.00
TOWN HH - ATAX CRISIS FUND	0.00	0.00	0.00	0.00	0.00	175,000.00
B/C SPECIAL GRANTS	0.00	0.00	0.00	0.00	0.00	10,000.00
B/C - BLUFFTON MARKETING	7,549.25	9,900.00	131,008.72	118,800.00	118,800.00	99,912.01
B/C - DAUFUSKIE MARKETING	293.25	0.00	3,225.70	0.00	0.00	11,914.03
DESTINATION PHOTOGRAPHY	0.00	520.00	5,605.00	6,240.00	6,240.00	6,667.54
800 TOLL-FREE NUMBER	430.14	337.00	3,407.88	4,000.00	4,000.00	5,735.21
DIGITAL AGENCY	5,000.00	5,000.00	60,000.00	60,000.00	60,000.00	54,000.00
DIGITAL PROMOTIONS (INTERNE	28,662.38	35,837.00	402,374.83	430,000.00	430,000.00	313,222.78
SOCIAL MEDIA	5,600.00	5,500.00	67,497.42	66,000.00	66,000.00	109,295.65
TECHNOLOGY	46,576.25	11,025.00	57,656.82	47,050.00	47,050.00	0.00
SEO	2,000.00	2,000.00	24,000.00	24,000.00	24,000.00	0.00
SITE HOSTING & MGMT	150.00	150.00	1,944.95	1,800.00	1,800.00	0.00
PAID BRAND SOCIAL MEDIA	23,213.73	5,413.00	119,313.24	65,000.00	65,000.00	0.00
PARTNER PROMOTIONS	0.00	1,250.00	0.00	15,000.00	15,000.00	0.00
TOWN OF BLUFFTON DMO	60,045.75	6,750.00	130,527.42	81,000.00	81,000.00	121,473.58
LEISURE MARKETING	972,407.91	109,143.00	3,098,547.03	1,568,890.00	1,568,890.00	2,178,170.85
IN-MARKET FAMS	0.00	0.00	0.00	0.00	0.00	2,874.92
SPORTS TRAVEL TEAMS EXPO	0.00	0.00	0.00	3,500.00	3,500.00	1,519.40
IMEX	0.00	0.00	4,600.00	0.00	0.00	78,222.68

For Management Purposes Only

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
INCOME STATEMENT
FOR THE Twelve MONTHs ENDING June 30, 2021

	CURRENT ACTUAL	CURRENT BUDGET	YTD ACTUAL	YTD BUDGET	TOTAL BUDGET	YTD 19/20 ACTUAL
AENC TRADE SHOW	0.00	0.00	0.00	0.00	0.00	250.00
PARRIS ISLAND EXPO	0.00	0.00	0.00	0.00	0.00	42.98
SCSAE TRADE SHOW	0.00	0.00	0.00	3,500.00	3,500.00	4,272.28
SC SPORTS	0.00	0.00	0.00	0.00	0.00	365.03
AMERICAN BUS ASSOC MKTPLA	0.00	0.00	795.00	2,250.00	2,250.00	1,595.00
SCSAE -STAFF	0.00	0.00	0.00	500.00	500.00	1,417.06
AENC-STAFF	0.00	0.00	0.00	0.00	0.00	1,534.53
SC SPORTS - STAFF	0.00	0.00	0.00	0.00	0.00	125.84
AMERICAN BUS ASSOC.-STAFF	0.00	0.00	0.00	1,250.00	1,250.00	1,828.22
IMEX-STAFF	0.00	0.00	752.26	0.00	0.00	7,248.87
SPORTS TRAVEL TEAMS-STAFF	0.00	0.00	0.00	1,500.00	1,500.00	2,408.54
VCB DUES & SUBSCRIPTIONS	4,088.30	2,000.00	50,684.22	24,000.00	24,000.00	24,575.58
VCB TRAINING	0.00	0.00	3,467.49	0.00	0.00	0.00
TOWN OF HH / MEETINGS & GRO	0.00	4,163.00	64,449.63	50,000.00	50,000.00	74,934.50
MEETING FAMS / FLIGHTS SITES	0.00	0.00	0.00	0.00	0.00	584.76
GIVE-AWAYS	1,714.25	0.00	10,513.24	5,000.00	5,000.00	11,423.64
MEETING COLLATERAL	0.00	0.00	4,165.80	2,000.00	2,000.00	201.80
SITE INSPECTIONS	331.46	212.00	475.63	2,500.00	2,500.00	2,227.83
SC SPORTS ALLIANCE	0.00	413.00	500.00	5,000.00	5,000.00	1,056.99
TRADE SPONSORSHIPS	0.00	1,437.00	0.00	17,200.00	17,200.00	77.04
SEM - GROUPS	4,790.22	1,000.00	8,408.62	12,000.00	12,000.00	5,597.05
SOCIAL MEDIA-GROUPS	1,350.00	1,000.00	3,041.64	12,000.00	12,000.00	834.47
DIGITAL-MEETINGS	12,000.00	0.00	12,000.00	0.00	0.00	0.00
TRADE MEDIA	0.00	837.00	0.00	10,000.00	10,000.00	5,156.85
MEETINGS/CONVEN. MARKETIN	24,274.23	11,062.00	163,853.53	152,200.00	152,200.00	230,375.86
PUBLIC RELATIONS FIRM	15,833.34	15,837.00	190,000.00	190,000.00	190,000.00	199,273.14
MONITORING SERVICES	1,088.76	1,517.00	15,269.79	18,182.00	18,182.00	14,194.44
PAID INFLUENCERS/MEDIA VISIT	0.00	4,163.00	0.00	50,000.00	50,000.00	0.00
PR CONTINGENCY	16,425.06	2,500.00	59,581.24	30,000.00	30,000.00	105,873.04
PUBLIC RELATIONS	33,347.16	24,017.00	264,851.03	288,182.00	288,182.00	319,340.62
GROUP TOUR MARKETING	0.00	0.00	0.00	0.00	0.00	0.00
COASTAL SOUTH CAROLINA	0.00	2,087.00	0.00	25,000.00	25,000.00	40,000.00
INTERNATIONAL PROMOTIONS	0.00	0.00	0.00	0.00	0.00	34,345.92
POW WOW	0.00	0.00	0.00	0.00	0.00	2,000.00
INTERNATIONAL MARKETING	0.00	2,087.00	0.00	25,000.00	25,000.00	76,345.92
SCPRT CO-OP / LEISURE	113,873.99	38,475.00	658,384.82	461,700.00	461,700.00	582,018.48
SCPRT CO-OP / SPORTS	2,500.00	14,587.00	208,434.39	175,000.00	175,000.00	196,532.00
SCPRT CO-OP / MEETINGS	2,700.00	23,500.00	112,005.20	282,000.00	282,000.00	353,899.84
PRT TOURISM RECOVERY MKTN	133,106.93	0.00	1,430,000.00	0.00	0.00	0.00
SC PRT MARKETING	252,180.92	76,562.00	2,408,824.41	918,700.00	918,700.00	1,132,450.32
RESEARCH	12,000.00	6,277.00	138,822.84	75,280.00	75,280.00	148,305.34
TOWN HH/RESEARCH&PLNG	0.00	2,321.00	8,714.01	27,852.00	27,852.00	51,911.58
SCPRT DMO/RESEARCH&PLANN	0.00	0.00	0.00	0.00	0.00	2,310.00
GENERAL CONTINGENCY	960.77	6,408.00	25,412.55	21,896.00	21,896.00	66,046.44
RESEARCH	12,960.77	15,006.00	172,949.40	125,028.00	125,028.00	268,573.36
TOTAL VISITOR & CONV. BUREA	1,295,170.99	237,877.00	6,109,025.40	3,078,000.00	3,078,000.00	4,205,256.93
LHH-MONTHLY PROGRAMS	0.00	788.00	0.00	9,500.00	9,500.00	7,535.90
LHH-RETREAT	0.00	0.00	0.00	5,000.00	5,000.00	4,465.49
LHH-GRADUATION	0.00	3,500.00	0.00	3,500.00	3,500.00	1,327.86
LHH-CLASS PROJECTS	0.00	3,000.00	0.00	18,000.00	18,000.00	18,342.76
LHH-OTHER	199.97	212.00	2,202.23	2,500.00	2,500.00	4,341.68
LEADERSHIP HILTON HEAD	199.97	7,500.00	2,202.23	38,500.00	38,500.00	36,013.69

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
INCOME STATEMENT
FOR THE Twelve MONTHs ENDING June 30, 2021

	CURRENT ACTUAL	CURRENT BUDGET	YTD ACTUAL	YTD BUDGET	TOTAL BUDGET	YTD 19/20 ACTUAL
JUNIOR LEADERSHIP PRG.	249.70	250.00	249.70	3,000.00	3,000.00	2,092.42
JUNIOR LEADERSHIP	249.70	250.00	249.70	3,000.00	3,000.00	2,092.42
RENT & CAM	0.00	1,300.00	14,800.00	15,600.00	15,600.00	14,800.00
TELEPHONE	55.95	50.00	633.10	600.00	600.00	566.19
BLUFFTON CTR MISC.	0.00	742.00	99.00	8,750.00	8,750.00	6,301.79
BLUFFTON OFFICE	55.95	2,092.00	15,532.10	24,950.00	24,950.00	21,667.98
CHAMBER BALL-MEALS&WINE	0.00	0.00	0.00	41,900.00	41,900.00	62,388.99
CHAMBER BALL-RECEPTION	0.00	0.00	0.00	5,000.00	5,000.00	6,534.00
CHAMBER BALL-BAND/LIGHT/SO	0.00	0.00	0.00	29,000.00	29,000.00	26,594.07
CHAMBER BALL-OTHER	0.00	0.00	0.00	10,000.00	10,000.00	24,283.75
CHAMBER BALL-VIDEO	0.00	0.00	0.00	5,000.00	5,000.00	405.00
CHAMBER BALL-DECORATIONS	0.00	0.00	0.00	10,000.00	10,000.00	31,130.54
CHAMBER BALL	0.00	0.00	0.00	100,900.00	100,900.00	151,336.35
UNITE SUMMIT	0.00	0.00	0.00	10,000.00	10,000.00	11,129.06
NONPROFIT SUMMIT	0.00	0.00	0.00	5,000.00	5,000.00	0.00
EXPO EVENTS	0.00	0.00	0.00	15,000.00	15,000.00	11,129.06
CONVERSATION & COCKTAILS	0.50	38.00	1,226.16	500.00	500.00	36.36
NEW MEMBERSHIP ORIENTATIO	0.00	0.00	0.00	450.00	450.00	28.64
AWARENESS CAMPAIGN	2,500.00	1,000.00	11,093.00	12,000.00	12,000.00	4,584.29
DIRECTORS RETREAT	0.00	0.00	0.00	3,625.00	3,625.00	0.00
MEMBERSHIP PUBLICITN (NEWS	0.00	100.00	0.00	1,200.00	1,200.00	47.50
TASTE OF THE SEASON	260.00	0.00	16,346.43	35,000.00	35,000.00	33,584.33
MEMBERSHIP RECEP./EVENTS	748.40	837.00	9,657.03	10,000.00	10,000.00	12,347.08
BUSINESS GOLF CLASSIC	0.00	18,800.00	27,619.08	18,800.00	18,800.00	12,397.07
HURRICANE FORUM	0.00	5,000.00	0.00	5,000.00	5,000.00	0.00
LEGISLATIVE SERIES	0.00	100.00	9,600.00	10,800.00	10,800.00	9,120.00
STATE OF THE REGION	0.00	0.00	0.00	31,120.00	31,120.00	31,116.97
SMALL BUSINESS WEEK/SEMINA	853.97	0.00	4,778.17	4,000.00	4,000.00	0.00
BUSINESS ASSISTANCE CENTER	0.00	0.00	0.00	0.00	0.00	58.80
WORKFORCE PROGRAMS	0.00	50.00	5,129.12	600.00	600.00	1,975.19
THRIVE	0.00	0.00	0.00	0.00	0.00	950.72
YOUNG PROFESSIONALS	0.00	0.00	0.00	0.00	0.00	1,056.87
BLUFFTON REG BIZ COUNCIL	0.00	0.00	0.00	3,000.00	3,000.00	0.00
INTERNET	5,021.73	2,627.00	51,719.20	31,040.00	31,040.00	48,788.17
CHAMBER CHAMPION PROGRA	6,934.61	4,000.00	18,202.94	4,000.00	4,000.00	431.23
CRISIS MANAGEMENT	0.00	1,000.00	4.00	1,000.00	1,000.00	2,267.64
OTHER MEMBERSHIP PROJECTS	16,319.21	33,552.00	155,375.13	172,135.00	172,135.00	158,790.86
TOTAL MEMBERSHIP PROJECTS	16,824.83	43,394.00	173,359.16	354,485.00	354,485.00	381,030.36
TOTAL EXPENSES	1,650,099.25	501,372.00	8,757,732.75	6,038,466.00	6,038,466.00	7,411,261.22
CHNG IN UNRESTRICTED ASSET	\$ (1,485,734.51)	\$ (285,511.00)	\$ 82,459.64	\$ 1,414.00	\$ 1,414.00	\$ 8,805.70

**HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
BALANCE SHEET
JUNE 30, 2021**

ASSETS	CURRENT	PRIOR YEAR
CURRENT ASSETS		
CASH ON HAND	\$ 500.00	\$ 500.00
OPERATING ACCOUNT-BOA	1,018,957.16	227,222.58
MPA NBSC OPERATING ACCOUNT	1,798.62	1,798.62
CAPITAL RESERVE ACCOUNT	73,937.63	73,930.21
CD/MM INVESTMENTS	1,273,325.24	846,670.06
CERTIFICATE OF DEPOSIT	266,412.01	265,266.72
TOTAL CASH	2,634,930.66	1,415,388.19
ACCOUNTS RECEIVABLE-GENERAL	5,732.50	556.67
A/R - PRT & TOWNHH SUPPL GRANT	111,737.22	73,531.29
ACCTS. REC.-REGIONAL CAMPAIGN	9,292.90	9,292.90
ALLOWANCE FOR UNCOLLECTABLE	(1,146.50)	(111.33)
ACCOUNTS RECEIVABLE - OTHER	3,214.50	2,996.57
TOTAL ACCOUNTS RECEIVABLE	128,830.62	86,266.10
PREPAID EXPENSES	46,816.63	90,742.93
TOTAL CURRENT ASSETS	2,810,577.91	1,592,397.22
PROPERTY AND EQUIPMENT		
LAND	364,230.00	364,230.00
BUILDING	1,915,404.63	1,852,484.25
CAPITAL IMPROVEMENTS	86,679.69	83,038.13
FURNITURE & EQUIPMENT	513,463.54	456,933.00
COMPUTER SOFTWARE	51,307.00	51,307.00
BLUFFTON OFFICE	1,335.25	1,335.25
ACCUMULATED DEPRECIATION	(2,021,464.44)	(1,950,301.41)
NET PROPERTY & EQUIPMENT	910,955.67	859,026.22
OTHER ASSETS		
TOTAL OTHER CURRENT ASSETS	0.00	0.00
TOTAL ASSETS	\$ 3,721,533.58	\$ 2,451,423.44

UNAUDITED - FOR MANAGEMENT PURPOSES ONLY

**HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
BALANCE SHEET
JUNE 30, 2021**

LIABILITIES AND CAPITAL	CURRENT	PRIOR YEAR
CURRENT LIABILITIES		
ACCOUNTS PAYABLE-GENERAL	\$ 881,336.16	\$ 335,693.53
TOTAL ACCOUNTS PAYABLE	881,336.16	335,693.53
DEFERRED MEMBERSHIP DUES	177,376.27	223,945.23
DEFERRED NEW DUES	55,013.51	28,464.68
DEFERRED-OTHER	1,498,477.12	977,822.45
DEFERRED INTERNET SALES	130,399.48	109,168.25
TOTAL DEFERRED REVENUES	1,861,266.38	1,339,400.61
SHORT-TERM NOTE AND INTEREST PAYABLE	0.00	0.00
UNITED WAY PAYABLE	1,677.96	1,909.50
ACCRUED COMPENSATION	257,827.84	137,454.20
TOTAL PAYROLL & SALES TAX LIABILITIES	259,505.80	139,363.70
TOTAL CURRENT LIABILITIES	3,002,108.34	1,814,457.84
LONG-TERM LIABILITIES		
TOTAL LONG-TERM LIABILITIES	0.00	0.00
TOTAL LIABILITIES	3,002,108.34	1,814,457.84
CAPITAL		
DONATED ASSETS	360,000.00	360,000.00
PRIOR UNRESTRICTED NET ASSETS	138,018.60	129,212.90
CAPITAL RESERVE ASSETS	138,947.00	138,947.00
CHANGE IN UNRESTRICTED ASSETS	82,459.64	8,805.70
TOTAL CAPITAL	719,425.24	636,965.60
TOTAL LIABILITIES & CAPITAL	\$ 3,721,533.58	\$ 2,451,423.44

UNAUDITED - FOR MANAGEMENT PURPOSES ONLY

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
INCOME STATEMENT
FOR THE Twelve MONTHs ENDING June 30, 2020

	CURRENT ACTUAL	CURRENT BUDGET	YTD ACTUAL	YTD BUDGET	TOTAL BUDGET	YTD 18/19 ACTUAL
REVENUES:						
CONTINUING DUES	\$ 19,842.00	\$ 13,000.00	\$ 615,281.34	\$ 697,000.00	\$ 697,000.00	\$ 649,767.15
NEW DUES	305.17	1,000.00	43,027.34	62,000.00	62,000.00	50,702.09
ENROLLMENT PROC. FEES	35.00	87.00	70.00	1,000.00	1,000.00	175.00
INTEREST INCOME	2,154.40	225.00	9,618.88	2,700.00	2,700.00	3,190.87
CONFERENCE ROOM RENTAL	0.00	100.00	512.50	1,200.00	1,200.00	1,250.00
MARKETING FEE	6,612.74	2,500.00	40,393.62	30,000.00	30,000.00	31,408.33
MISCELLANEOUS INCOME	10,362.00	400.00	18,825.87	4,800.00	4,800.00	5,449.07
RENTAL INCOME	0.00	3,000.00	17,450.00	32,000.00	32,000.00	4,000.00
OPERATING REVENUE	39,311.31	20,312.00	745,179.55	830,700.00	830,700.00	745,942.51
ACCOMMODATIONS TAX	0.00	0.00	2,175,796.33	1,950,000.00	1,950,000.00	1,977,645.44
TOWN OF BLUFFTON ATAX	0.00	0.00	218,919.61	200,000.00	200,000.00	204,072.88
TOWN OF HH SUPPLEMENTAL G	73,531.29	41,663.00	491,047.09	500,000.00	500,000.00	646,320.85
TOWN OF BLFTN ATAX-SPECIAL	0.00	0.00	25,000.00	0.00	0.00	0.00
PRT FUND SHARING-REGULAR	0.00	0.00	700,000.00	750,000.00	750,000.00	850,000.00
TOWN HH - ATAX CRISIS FUND	0.00	0.00	175,000.00	0.00	0.00	175,000.00
BEAUFORT COUNTY MARKETIN	34,988.79	0.00	283,424.31	250,000.00	250,000.00	283,504.03
BEAUFORT COUNTY MKTG-GRA	0.00	0.00	10,000.00	0.00	0.00	21,000.00
SC PRT FUND SHARING CO-OP	0.00	0.00	550,000.00	600,000.00	600,000.00	500,000.00
GOVT. MARKETING FUNDS	108,520.08	41,663.00	4,629,187.34	4,250,000.00	4,250,000.00	4,657,543.20
VACATION PLANNER	10,198.25	2,000.00	268,652.75	280,000.00	280,000.00	256,848.50
GROUP SALES	2,384.10	3,225.00	15,250.45	15,185.00	15,185.00	30,808.78
WEBSITE PREMIER PRTSHP	0.00	0.00	90,000.00	0.00	0.00	0.00
EVENT PROMOTIONS	0.00	837.00	0.00	10,000.00	10,000.00	1,800.00
LEISURE CO-OP	1,225.00	0.00	14,750.00	30,000.00	30,000.00	74,700.00
GROUP TRAVEL & SALES	0.00	0.00	10,436.53	9,500.00	9,500.00	16,819.99
SCPRT PRIV MATCH / LEISURE	66,250.00	50,000.00	660,763.02	600,000.00	600,000.00	952,231.49
SCPRT PRIV MATCH / SPORTS	28,750.00	20,000.00	167,516.00	240,000.00	240,000.00	171,857.33
SCPRT PRIV MATCH / MEETING	26,223.00	30,000.00	500,582.26	360,000.00	360,000.00	426,948.54
V&CB CARRYOVER	(505,382.73)	0.00	(505,382.73)	0.00	0.00	(7,214.87)
CRISIS FUND - PRIVATE	0.00	0.00	0.00	0.00	0.00	40,000.00
MISC. V&CB INCOME	0.00	442.00	3,501.31	5,315.00	5,315.00	2,317.42
OTHER VISITOR & CONV. BUREA	(370,352.38)	106,504.00	1,226,069.59	1,550,000.00	1,550,000.00	1,967,117.18
TOTAL VISIT. & CONV. BUREAU	(261,832.30)	148,167.00	5,855,256.93	5,800,000.00	5,800,000.00	6,624,660.38
LEADERSHIP HH-ENROLLMENT	0.00	0.00	20,780.00	20,000.00	20,000.00	19,550.00
LEADERSHIP HH-SCHOLARSHIP	0.00	0.00	1,070.00	0.00	0.00	0.00
LEADERSHIP HH-PROG. ENHAN.	0.00	0.00	0.00	0.00	0.00	1,400.00
LEADERSHIP HH-CLASS PROJEC	0.00	0.00	18,342.76	18,000.00	18,000.00	19,921.90
LEADERSHIP HH-CARRYOVER	(4,419.13)	0.00	(4,419.13)	0.00	0.00	(1,169.99)
LEADERSHIP HH-OTHER INCOME	0.00	38.00	240.06	500.00	500.00	225.00
LEADERSHIP HILTON HEAD	(4,419.13)	38.00	36,013.69	38,500.00	38,500.00	39,926.91
CHAMBER BALL-CORPORATE S	0.00	0.00	63,300.00	50,000.00	50,000.00	61,390.00
CHAMBER BALL-CORPORATE T	0.00	0.00	55,950.00	66,700.00	66,700.00	56,130.00
CHAMBER BALL-TICKET SALES	0.00	0.00	48,850.00	27,300.00	27,300.00	21,685.00
CHAMBER BALL	0.00	0.00	168,100.00	144,000.00	144,000.00	139,205.00
UNITE SUMMIT	0.00	0.00	22,615.00	15,000.00	15,000.00	0.00
NONPROFIT SUMMIT	0.00	0.00	0.00	10,000.00	10,000.00	620.00
EXPO EVENTS	0.00	0.00	22,615.00	25,000.00	25,000.00	620.00
CONVERSATION & COCKTAILS	0.00	1,500.00	6,910.00	16,500.00	16,500.00	15,125.00
EXECUTIVE CONNECTION	0.00	350.00	350.00	1,400.00	1,400.00	350.00
JUNIOR LEADERSHIP	(907.58)	0.00	2,092.42	3,000.00	3,000.00	3,653.44
DIRECTORS RETREAT	0.00	0.00	0.00	3,625.00	3,625.00	0.00
MEMBERSHIP LABEL PROGRAM	0.00	0.00	0.00	450.00	450.00	205.78
MEMBERSHIP PUB.(NEWSLETTE	0.00	1,656.00	16,275.00	19,850.00	19,850.00	11,300.00
TASTE OF THE SEASON	0.00	0.00	77,459.00	75,500.00	75,500.00	84,136.00

For Management Purposes Only

**HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
INCOME STATEMENT
FOR THE Twelve MONTHs ENDING June 30, 2020**

	CURRENT ACTUAL	CURRENT BUDGET	YTD ACTUAL	YTD BUDGET	TOTAL BUDGET	YTD 18/19 ACTUAL
BUSINESS GOLF CLASSIC	35,725.00	34,180.00	35,975.00	34,180.00	34,180.00	36,835.00
HURRICANE FORUM	0.00	0.00	0.00	10,000.00	10,000.00	0.00
MEMBERSHIP DIRECTORY	0.00	0.00	75.00	0.00	0.00	75.00
LEGISLATIVE SERIES	0.00	0.00	1,500.00	18,000.00	18,000.00	11,500.00
STATE OF THE REGION	0.00	0.00	47,745.00	46,000.00	46,000.00	43,168.14
SMALL BUSINESS WEEK/SEMINA	0.00	0.00	120.00	6,000.00	6,000.00	2,630.00
WORKFORCE PROGRAMS	0.00	0.00	3,930.00	0.00	0.00	1,695.00
THRIVE	0.00	0.00	0.00	0.00	0.00	20,186.00
YOUNG PROFESSIONALS	0.00	0.00	2,695.00	0.00	0.00	2,800.00
CHAMBER LUNCHEON (B/H BUS	0.00	0.00	0.00	3,000.00	3,000.00	0.00
WEBSITE AD SALES	30,125.00	30,037.00	315,100.75	350,200.00	350,200.00	346,324.50
CHAMBER CHAMPION PROGRA	47,674.58	41,500.00	82,674.58	83,000.00	83,000.00	82,734.00
OTHER MEMBERSHIP PROJECTS	112,617.00	109,223.00	592,901.75	670,705.00	670,705.00	662,717.86
TOTAL REVENUE	(114,323.12)	277,740.00	7,420,066.92	7,508,905.00	7,508,905.00	8,213,072.66

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
INCOME STATEMENT
FOR THE Twelve MONTHs ENDING June 30, 2020

	CURRENT ACTUAL	CURRENT BUDGET	YTD ACTUAL	YTD BUDGET	TOTAL BUDGET	YTD 18/19 ACTUAL
EXPENSES:						
SALARIES & WAGES	179,185.73	180,211.00	1,958,773.92	2,072,868.00	2,072,868.00	1,863,697.00
PAYROLL TAXES	8,903.74	12,612.00	136,998.63	145,101.00	145,101.00	125,816.01
RETIREMENT PLAN (401K)	6,639.97	8,408.00	85,842.51	96,998.00	96,998.00	81,065.78
HEALTH INSURANCE	15,301.04	16,939.00	172,994.78	195,215.00	195,215.00	150,814.77
LIFE INSURANCE	872.28	1,345.00	14,176.55	16,246.00	16,246.00	14,606.13
OTHER ADMINISTRATIVE COSTS	1,166.30	690.00	8,385.33	8,280.00	8,280.00	8,486.44
PERSONNEL EXPENSES	212,069.06	220,205.00	2,377,171.72	2,534,708.00	2,534,708.00	2,244,486.13
PRINTING/PRODUCTION	227.50	663.00	11,719.06	8,000.00	8,000.00	6,860.48
OFFICE SUPPLIES	899.82	1,725.00	19,455.29	20,700.00	20,700.00	21,775.57
POSTAGE	1,987.40	550.00	4,388.19	6,600.00	6,600.00	6,307.02
TELEPHONE	5,054.06	3,725.00	48,073.95	44,700.00	44,700.00	43,939.76
EQUIPMENT LEASING/MAINT.	7,613.94	4,728.00	53,578.49	56,780.00	56,780.00	51,755.10
AUTOMOBILE	1,946.77	2,000.00	7,163.45	7,500.00	7,500.00	8,575.95
DEPRECIATION-FURN/EQUIP.	1,455.20	1,200.00	17,462.41	14,400.00	14,400.00	20,018.21
OFFICE & EQUIPMENT	19,184.69	14,591.00	161,840.84	158,680.00	158,680.00	159,232.09
GENERAL ENTERTAINMENT	336.45	1,413.00	13,243.94	17,000.00	17,000.00	15,775.76
TRAINING	0.00	2,087.00	33,155.52	25,000.00	25,000.00	16,410.87
DUES & SUBSCRIPTION	4,842.11	3,000.00	35,277.33	36,000.00	36,000.00	32,877.12
D&O/WORKERS COMP. INSURAN	1,112.50	1,157.00	14,544.36	12,872.00	12,872.00	11,212.60
PROFESSIONAL & LEGAL FEES	2,634.00	2,913.00	21,401.20	36,000.00	36,000.00	116,530.75
MISCELLANEOUS	1,179.51	3,087.00	37,333.19	37,000.00	37,000.00	43,604.60
ALLOWANCE FOR BAD DEBTS	41.33	1,000.00	41.33	1,000.00	1,000.00	(5,378.60)
OTHER OPERATING EXPENSES	10,145.90	14,657.00	154,996.87	164,872.00	164,872.00	231,033.10
BUILDING DEPRECIATION-COC	3,888.76	3,900.00	46,664.13	46,800.00	46,800.00	45,119.74
BUILDING UTILITIES-COC	1,958.05	2,900.00	17,041.17	19,800.00	19,800.00	17,369.95
BUILDING INSURANCE-COC	1,514.46	1,729.00	18,474.08	20,543.00	20,543.00	19,602.80
BUILDING MAINT./IMPROV.-COC	3,376.20	3,750.00	48,785.12	45,000.00	45,000.00	58,474.47
BUILDING EXPENSES-COC	10,737.47	12,279.00	130,964.50	132,143.00	132,143.00	140,566.96
FULFILLMENT	6,423.36	12,000.00	79,648.01	145,000.00	145,000.00	102,629.89
VACATION PLANNER	0.00	0.00	224,468.87	215,000.00	215,000.00	213,887.82
PRINT MEDIA	100,000.00	8,337.00	503,217.24	100,000.00	100,000.00	742,184.08
TOWN OF BLFTN SPECIAL GRAN	0.00	0.00	25,000.00	0.00	0.00	0.00
PACKAGING PROMOTIONS	0.00	0.00	0.00	0.00	0.00	7,997.01
TOWN OF HH GRANT/GOLF(2020)	24,255.52	15,000.00	85,718.73	90,000.00	90,000.00	117,069.11
LEISURE CO-OP (EPROMOS)	0.00	2,963.00	22,503.34	35,600.00	35,600.00	5,248.00
TOWN OF HH GRANT/GOLF(2019)	0.00	0.00	35,595.80	90,000.00	90,000.00	138,059.00
TOWN OF HH GRANT/LEISURE	32,933.05	19,587.00	294,798.06	235,000.00	235,000.00	280,117.74
TOWN HH - ATAX CRISIS FUND	0.00	0.00	175,000.00	0.00	0.00	175,000.00
B/C SPECIAL GRANTS	10,000.00	0.00	10,000.00	0.00	0.00	21,000.00
B/C - BLUFFTON MARKETING	8,152.69	12,075.00	99,912.01	144,900.00	144,900.00	160,115.71
B/C - DAUFUSKIE MARKETING	0.00	1,050.00	11,914.03	12,600.00	12,600.00	19,046.10
DESTINATION PHOTOGRAPHY	770.00	1,663.00	6,667.54	20,000.00	20,000.00	10,671.76
800 TOLL-FREE NUMBER	425.26	337.00	5,735.21	4,000.00	4,000.00	3,766.80
DIGITAL AGENCY	4,500.00	10,587.00	54,000.00	127,000.00	127,000.00	60,182.70
DIGITAL PROMOTIONS (INTERNE	38,051.66	40,288.00	313,222.78	483,500.00	483,500.00	610,577.36
SOCIAL MEDIA	15,461.64	16,500.00	109,295.65	198,000.00	198,000.00	103,461.42
TOWN OF BLUFFTON DMO	(1,052.69)	10,500.00	121,473.58	126,000.00	126,000.00	110,746.58
LEISURE MARKETING	239,920.49	150,887.00	2,178,170.85	2,026,600.00	2,026,600.00	2,881,761.08
IN-MARKET FAMS	0.00	0.00	2,874.92	15,000.00	15,000.00	4,797.12
SPORTS TRAVEL TEAMS EXPO	0.00	0.00	1,519.40	3,500.00	3,500.00	2,430.26
IMEX	0.00	0.00	78,222.68	44,900.00	44,900.00	25,375.35
CONFERENCE DIRECT APM	0.00	0.00	0.00	0.00	0.00	6,300.00
AENC TRADE SHOW	0.00	0.00	250.00	2,000.00	2,000.00	2,647.57
PARRIS ISLAND EXPO	0.00	0.00	42.98	0.00	0.00	0.00
SCSAE TRADE SHOW	0.00	0.00	4,272.28	2,000.00	2,000.00	3,530.02
SC SPORTS	0.00	0.00	365.03	0.00	0.00	0.00

For Management Purposes Only

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
INCOME STATEMENT
FOR THE Twelve MONTHs ENDING June 30, 2020

	CURRENT ACTUAL	CURRENT BUDGET	YTD ACTUAL	YTD BUDGET	TOTAL BUDGET	YTD 18/19 ACTUAL
AMERICAN BUS ASSOC MKTPLA	0.00	0.00	1,595.00	2,250.00	2,250.00	1,750.43
CONNECT MARKETPLACE	0.00	0.00	0.00	0.00	0.00	4,450.00
MEET in SC	0.00	375.00	0.00	4,500.00	4,500.00	6,220.83
SCSAE -STAFF	0.00	0.00	1,417.06	500.00	500.00	925.22
AENC-STAFF	0.00	0.00	1,534.53	500.00	500.00	1,976.06
SC SPORTS - STAFF	0.00	0.00	125.84	0.00	0.00	1,407.77
AMERICAN BUS ASSOC.-STAFF	0.00	0.00	1,828.22	850.00	850.00	1,290.44
CONNECT MARKETPLACE-STAF	0.00	0.00	0.00	0.00	0.00	2,889.45
IMEX-STAFF	0.00	0.00	7,248.87	4,750.00	4,750.00	6,670.24
CONFERENCEDIRECT-STAFF	0.00	0.00	0.00	0.00	0.00	2,353.02
HELMS-BRISC-STAFF	0.00	0.00	0.00	0.00	0.00	1,431.56
SPORTS TRAVEL TEAMS-STAFF	0.00	0.00	2,408.54	1,500.00	1,500.00	2,412.24
VCB DUES & SUBSCRIPTIONS	363.91	2,087.00	24,575.58	25,000.00	25,000.00	18,580.95
TOWN OF HH / MEETINGS & GRO	0.00	7,087.00	74,934.50	85,000.00	85,000.00	104,575.00
MEETING FAMS / FLIGHTS SITES	584.76	0.00	584.76	10,000.00	10,000.00	500.00
GIVE-AWAYS	0.00	1,250.00	11,423.64	15,000.00	15,000.00	0.00
MEETING COLLATERAL	0.00	0.00	201.80	5,000.00	5,000.00	1,055.55
SITE INSPECTIONS	0.00	337.00	2,227.83	4,000.00	4,000.00	3,488.46
SELECT SERVICE CO-OP	0.00	0.00	0.00	2,500.00	2,500.00	0.00
SC SPORTS ALLIANCE	0.00	413.00	1,056.99	5,000.00	5,000.00	86.63
TRADE SPONSORSHIPS	0.00	1,250.00	77.04	15,000.00	15,000.00	13,745.00
SEM - GROUPS	0.00	1,383.00	5,597.05	16,640.00	16,640.00	0.00
SOCIAL MEDIA-GROUPS	0.00	1,390.00	834.47	16,680.00	16,680.00	0.00
DIGITAL-MEETINGS	0.00	1,390.00	0.00	16,680.00	16,680.00	0.00
TRADE MEDIA	0.00	0.00	5,156.85	0.00	0.00	27,729.00
MEETINGS/CONVEN. MARKETIN	948.67	16,962.00	230,375.86	298,750.00	298,750.00	248,618.17
PUBLIC RELATIONS FIRM	32,083.32	16,038.00	199,273.14	192,500.00	192,500.00	154,605.16
MONITORING SERVICES	2,221.90	1,488.00	14,194.44	17,900.00	17,900.00	5,905.29
PHOTOGRAPHY	0.00	0.00	0.00	0.00	0.00	16,831.92
PR CONTINGENCY	53,183.58	8,765.00	105,873.04	105,125.00	105,125.00	48,902.88
PUBLIC RELATIONS	87,488.80	26,291.00	319,340.62	315,525.00	315,525.00	226,245.25
TRAVEL SOUTH-STAFF	0.00	0.00	0.00	0.00	0.00	3,166.21
GROUP TOUR FAMS	0.00	0.00	0.00	0.00	0.00	160.00
GROUP TOUR MARKETING	0.00	0.00	0.00	0.00	0.00	3,326.21
COASTAL SOUTH CAROLINA	0.00	4,587.00	40,000.00	55,000.00	55,000.00	55,000.00
INTERNATIONAL PROMOTIONS	15,000.00	12,678.00	34,345.92	152,125.00	152,125.00	240,917.32
GERMAN SALES MISSION	0.00	625.00	0.00	7,500.00	7,500.00	0.00
POW WOW	(6,585.00)	625.00	2,000.00	7,500.00	7,500.00	6,329.00
INTERNATIONAL MARKETING	8,415.00	18,515.00	76,345.92	222,125.00	222,125.00	302,246.32
SCPRT CO-OP / LEISURE	50,627.47	48,750.00	582,018.48	585,000.00	585,000.00	557,691.44
SCPRT CO-OP / SPORTS	11,850.00	29,250.00	196,532.00	351,000.00	351,000.00	188,925.10
SCPRT CO-OP / MEETINGS	26,223.16	19,500.00	353,899.84	234,000.00	234,000.00	464,752.71
SC PRT MARKETING	88,700.63	97,500.00	1,132,450.32	1,170,000.00	1,170,000.00	1,211,369.25
RESEARCH	23,800.00	4,413.00	148,305.34	53,000.00	53,000.00	58,945.00
TOWN HH/RESEARCH&PLNG	0.00	2,500.00	51,911.58	30,000.00	30,000.00	67,768.33
SCPRT DMO/RESEARCH&PLANN	0.00	2,837.00	2,310.00	34,000.00	34,000.00	2,574.89
GENERAL CONTINGENCY	30,707.65	0.00	66,046.44	0.00	0.00	36,805.88
RESEARCH	54,507.65	9,750.00	268,573.36	117,000.00	117,000.00	166,094.10
TOTAL VISITOR & CONV. BUREA	479,981.24	319,905.00	4,205,256.93	4,150,000.00	4,150,000.00	5,039,660.38
LHH-MONTHLY PROGRAMS	0.00	788.00	7,535.90	9,500.00	9,500.00	7,191.49
LHH-RETREAT	0.00	0.00	4,465.49	5,000.00	5,000.00	4,524.63
LHH-GRADUATION	1,327.86	3,500.00	1,327.86	3,500.00	3,500.00	4,273.60
LHH-CLASS PROJECTS	11,060.29	3,000.00	18,342.76	18,000.00	18,000.00	19,921.90
LHH-OTHER	325.00	212.00	4,341.68	2,500.00	2,500.00	4,015.29

For Management Purposes Only

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
INCOME STATEMENT
FOR THE Twelve MONTHs ENDING June 30, 2020

	CURRENT ACTUAL	CURRENT BUDGET	YTD ACTUAL	YTD BUDGET	TOTAL BUDGET	YTD 18/19 ACTUAL
LEADERSHIP HILTON HEAD	12,713.15	7,500.00	36,013.69	38,500.00	38,500.00	39,926.91
JUNIOR LEADERSHIP PRG.	0.00	250.00	2,092.42	3,000.00	3,000.00	3,653.44
JUNIOR LEADERSHIP	0.00	250.00	2,092.42	3,000.00	3,000.00	3,653.44
RENT & CAM	0.00	1,300.00	14,800.00	15,600.00	15,600.00	14,800.00
TELEPHONE	48.97	50.00	566.19	600.00	600.00	510.03
BLUFFTON CTR MISC.	0.00	728.00	6,301.79	8,736.00	8,736.00	15,852.94
BLUFFTON OFFICE	48.97	2,078.00	21,667.98	24,936.00	24,936.00	31,162.97
CHAMBER BALL-MEALS&WINE	0.00	0.00	62,388.99	40,600.00	40,600.00	44,445.60
CHAMBER BALL-RECEPTION	0.00	0.00	6,534.00	5,000.00	5,000.00	1,959.92
CHAMBER BALL-BAND/LIGHT/SO	0.00	0.00	26,594.07	44,500.00	44,500.00	42,610.47
CHAMBER BALL-OTHER	0.00	0.00	24,283.75	6,000.00	6,000.00	6,210.20
CHAMBER BALL-VIDEO	0.00	0.00	405.00	5,000.00	5,000.00	3,044.95
CHAMBER BALL-DECORATIONS	0.00	0.00	31,130.54	8,000.00	8,000.00	7,682.12
CHAMBER BALL	0.00	0.00	151,336.35	109,100.00	109,100.00	105,953.26
UNITE SUMMIT	0.00	0.00	11,129.06	5,000.00	5,000.00	0.00
NONPROFIT SUMMIT	0.00	0.00	0.00	5,000.00	5,000.00	1,418.39
EXPO EVENTS	0.00	0.00	11,129.06	10,000.00	10,000.00	1,418.39
CONVERSATION & COCKTAILS	0.00	38.00	36.36	500.00	500.00	228.03
NEW MEMBERSHIP ORIENTATIO	0.00	0.00	28.64	450.00	450.00	234.63
AWARENESS CAMPAIGN	368.79	1,000.00	4,584.29	12,000.00	12,000.00	10,415.32
DIRECTORS RETREAT	0.00	0.00	0.00	3,625.00	3,625.00	0.00
MEMBERSHIP PUBLICITN (NEWS	0.00	800.00	47.50	9,600.00	9,600.00	9,392.82
TASTE OF THE SEASON	10.00	0.00	33,584.33	24,000.00	24,000.00	44,979.09
MEMBERSHIP RECEP./EVENTS	94.65	837.00	12,347.08	10,000.00	10,000.00	8,420.73
BUSINESS GOLF CLASSIC	11,209.45	18,800.00	12,397.07	18,800.00	18,800.00	19,122.21
HURRICANE FORUM	0.00	5,000.00	0.00	5,000.00	5,000.00	0.00
LEGISLATIVE SERIES	0.00	100.00	9,120.00	28,800.00	28,800.00	15,818.86
STATE OF THE REGION	0.00	0.00	31,116.97	31,120.00	31,120.00	27,529.43
SMALL BUSINESS WEEK/SEMINA	0.00	0.00	0.00	4,000.00	4,000.00	5,810.56
BUSINESS ASSISTANCE CENTER	0.00	0.00	58.80	0.00	0.00	0.00
WORKFORCE PROGRAMS	0.00	50.00	1,975.19	600.00	600.00	2,316.00
THRIVE	0.00	0.00	950.72	0.00	0.00	23,594.07
YOUNG PROFESSIONALS	0.00	0.00	1,056.87	0.00	0.00	159.17
BLUFFTON REG BIZ COUNCIL	0.00	0.00	0.00	3,000.00	3,000.00	0.00
INTERNET	19,623.48	2,222.00	48,788.17	26,290.00	26,290.00	40,350.71
CHAMBER CHAMPION PROGRA	0.00	4,000.00	431.23	4,000.00	4,000.00	3,934.53
CRISIS MANAGEMENT	677.48	0.00	2,267.64	0.00	0.00	0.00
OTHER MEMBERSHIP PROJECTS	31,983.85	32,847.00	158,790.86	181,785.00	181,785.00	212,306.16
TOTAL MEMBERSHIP PROJECTS	44,745.97	42,675.00	381,030.36	367,321.00	367,321.00	394,421.13
TOTAL EXPENSES	776,864.33	624,312.00	7,411,261.22	7,507,724.00	7,507,724.00	8,209,399.79
CHNG IN UNRESTRICTED ASSET	\$ (891,187.45)	\$ (346,572.00)	\$ 8,805.70	\$ 1,181.00	\$ 1,181.00	\$ 3,672.87

Return of Organization Exempt From Income Tax
 Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)
 Do not enter social security numbers on this form as it may be made public.
 Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047
2020
 Open to Public Inspection

A For the 2020 calendar year, or tax year beginning 07/01/20 , and ending 06/30/21

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE Doing business as Number and street (or P.O. box if mail is not delivered to street address) PO BOX 5647 Room/suite City or town, state or province, country, and ZIP or foreign postal code Hilton Head Island SC 29938		D Employer identification number 57-0375569
	F Name and address of principal officer: WILLIAM G. MILES PO BOX 5647 HILTON HEAD ISLAND SC 29938		E Telephone number 843-785-3673
	I Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (6) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		G Gross receipts \$ 8,840,192
	J Website: ▶ WWW.HILTONHEADISLAND.ORG		H(c) Group exemption number ▶
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶			L Year of formation: 1957
			M State of legal domicile: SC

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities:	THE PURPOSE OF THE HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE IS TO PROMOTE AND PERPETUATE THE BUSINESS, COMMERCIAL, ENVIRONMENTAL, INDUSTRY AND CIVIC INTERESTS OF HILTON HEAD ISLAND AND BLUFFTON, SOUTH CAROLINA.	
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	24
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	24
	5 Total number of individuals employed in calendar year 2020 (Part V, line 2a)	5	25
	6 Total number of volunteers (estimate if necessary)	6	0
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	563,465
b Net unrelated business taxable income from Form 990-T, Part I, line 11	7b	0	
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)	0	0
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	7,392,998	8,236,885
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	9,619	3,707
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	7,365,062	8,774,772
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	0	0
	14 Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	2,377,172	2,052,740
	16a Professional fundraising fees (Part IX, column (A), line 11e)	0	0
	b Total fundraising expenses (Part IX, column (D), line 25) ▶	0	
	17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	4,979,084	6,639,570
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	7,356,256	8,692,310	
19 Revenue less expenses. Subtract line 18 from line 12	8,806	82,462	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	Beginning of Current Year	End of Year
	21 Total liabilities (Part X, line 26)	2,451,424	3,721,536
	22 Net assets or fund balances. Subtract line 21 from line 20	1,814,458	3,002,108
		636,966	719,428

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer 		Date 2-25-2022		
	Type or print name and title WILLIAM G. MILES PRESIDENT & CEO				
Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check <input checked="" type="checkbox"/> if self-employed	PTIN
	Shannon L. Brett	Shannon L. Brett			P00558136
	Firm's name ▶ Holland, Bromley, Barnhill & Brett, LLP	Firm's EIN ▶ 58-1941470			
Firm's address ▶ 530 Stephenson Ave, Ste 200 Savannah, GA 31405		Phone no. 912-235-3410			

May the IRS discuss this return with the preparer shown above? See instructions Yes No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

1 Briefly describe the organization's mission:

THE PURPOSE OF THE HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE IS TO PROMOTE AND PERPETUATE THE BUSINESS, COMMERCIAL, ENVIRONMENTAL, INDUSTRY AND CIVIC INTERESTS OF HILTON HEAD ISLAND AND BLUFFTON, SOUTH CAROLINA.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ **8,692,310** including grants of\$) (Revenue \$)
THE CHAMBER OF COMMERCE PROGRAMS SERVE TO PROMOTE THE AREA THROUGH VARIOUS ACTIVITIES WHICH INCLUDE LARGE SCALE MARKETING AND ADVERTISING CAMPAIGNS. THE CHAMBER SEEKS TO ATTRACT BUSINESS AND INDUSTRY TO BENEFIT BOTH THE GREATER HILTON HEAD ISLAND AND BLUFFTON AREA AND ITS MEMEBRSHIP.

4b (Code:) (Expenses \$ **N/A** including grants of\$) (Revenue \$)

4c (Code:) (Expenses \$ **N/A** including grants of\$) (Revenue \$)

4d Other program services (Describe on Schedule O.)

(Expenses \$ including grants of\$) (Revenue \$)

4e Total program service expenses **8,692,310**

Part IV Checklist of Required Schedules

		Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A		X
2	Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?		X
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I		X
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II		
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III		X
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III		X
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV		X
10	Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi endowments? If "Yes," complete Schedule D, Part V		X
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI		
11a		X	
b	Did the organization report an amount for investments—other securities in Part X, line 12, that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII		X
11b			X
c	Did the organization report an amount for investments—program related in Part X, line 13, that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII		X
11c			X
d	Did the organization report an amount for other assets in Part X, line 15, that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX		X
11d			X
e	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X		X
11e			X
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X		X
11f			X
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII		
12a		X	
b	Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional		X
12b			X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E		X
13			X
14a	Did the organization maintain an office, employees, or agents outside of the United States?		X
14a			X
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV		X
14b			X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If "Yes," complete Schedule F, Parts II and IV		X
15			X
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV		X
16			X
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I See instructions		X
17			X
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II		X
18			X
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III		X
19			X
20a	Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H		X
20a			X
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
20b			
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II		X
21			X

Part IV Checklist of Required Schedules (continued)

	Yes	No
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I		
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I		
26 Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? If "Yes," complete Schedule L, Part II		X
27 Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? If "Yes," complete Schedule L, Part III		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions, for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? If "Yes," complete Schedule L, Part IV		X
b A family member of any individual described in line 28a? If "Yes," complete Schedule L, Part IV		X
c A 35% controlled entity of one or more individuals and/or organizations described in lines 28a or 28b? If "Yes," complete Schedule L, Part IV		X
29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I		X
34 Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1		X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2		
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note: All Form 990 filers are required to complete Schedule O.	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

	Yes	No
1a Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable		
b Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable		
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?		X

Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)

		Yes	No
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return		
	2a		25
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note: If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)	X	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	X	
b	If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation on Schedule O	X	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		X
b	If "Yes," enter the name of the foreign country ▶ See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
7	Organizations that may receive deductible contributions under section 170(c).		
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?		
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		
d	If "Yes," indicate the number of Forms 8282 filed during the year		7d
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?		
9	Sponsoring organizations maintaining donor advised funds.		
a	Did the sponsoring organization make any taxable distributions under section 4966?		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?		
10	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on Part VIII, line 12	10a	
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b	
11	Section 501(c)(12) organizations. Enter:		
a	Gross income from members or shareholders	11a	
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b	
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a	
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b	
13	Section 501(c)(29) qualified nonprofit health insurance issuers.		
a	Is the organization licensed to issue qualified health plans in more than one state? Note: See the instructions for additional information the organization must report on Schedule O.	13a	
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b	
c	Enter the amount of reserves on hand	13c	
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a	X
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation on Schedule O	14b	
15	Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year? If "Yes," see instructions and file Form 4720, Schedule N.	15	X
16	Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.	16	X

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions. Check if Schedule O contains a response or note to any line in this Part VI

Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year. If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O.		
1a	24		
b	Enter the number of voting members included on line 1a, above, who are independent		
1b	24		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person?		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		X
6	Did the organization have members or stockholders?	X	
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	X	
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
a	The governing body?	X	
b	Each committee with authority to act on behalf of the governing body?	X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses on Schedule O.		X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a	Did the organization have local chapters, branches, or affiliates?		X
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?		
10b			
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	X	
b	Describe in Schedule O the process, if any, used by the organization to review this Form 990.		
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13	X	
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	X	
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	X	
12c		X	
13	Did the organization have a written whistleblower policy?	X	
14	Did the organization have a written document retention and destruction policy?	X	
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
a	The organization's CEO, Executive Director, or top management official	X	
15a		X	
b	Other officers or key employees of the organization. If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).		X
15b			X
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		X
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?		
16b			

Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed ► SC
- 18 Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
 Own website Another's website Upon request Other (explain on Schedule O)
- 19 Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
- 20 State the name, address, and telephone number of the person who possesses the organization's books and records ►

WILLIAM G. MILES
HILTON HEAD ISLAND

PO BOX 5647

SC 29938

843-785-3673

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations. See instructions for the order in which to list the persons above.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) WILLIAM G. MILES	60.00									
PRESIDENT & CEO	0.00			X			395,305	0	32,037	
(2) ARIANA PERNICE	40.00									
VICE PRESIDENT	0.00				X		138,980	0	0	
(3) RAY DEAL	40.00									
CONTROLLER	0.00				X		134,897	0	0	
(4) HANNAH HORNE	40.00									
VICE PRESIDENT	0.00				X		111,083	0	0	
(5) CHARLIE CLARK	40.00									
VICE PRESIDENT	0.00				X		101,410	0	0	
(6) JEAN BECK	2.00									
BOARD MEMBER	0.00	X					0	0	0	
(7) CHRIS BRACKEN	2.00									
BOARD MEMBER	0.00	X					0	0	0	
(8) ANDREA BRAGG	2.00									
BOARD MEMBER	0.00	X					0	0	0	
(9) DRU BROWN	2.00									
BOARD MEMBER	0.00	X					0	0	0	
(10) ANDREW CARMINES	2.00									
BOARD MEMBER	0.00	X					0	0	0	
(11) MARY LEE CARNS	2.00									
BOARD MEMBER	0.00	X					0	0	0	

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(12) JEREMY CLARK BOARD MEMBER	2.00 0.00	X						0	0	0
(13) SUSANA COOK CHAIRMAN	5.00 0.00	X						0	0	0
(14) CHRIS CORKERN BOARD MEMBER	2.00 0.00	X						0	0	0
(15) CALEB GRAHAM BOARD MEMBER	2.00 0.00	X						0	0	0
(16) GREG KELLY BOARD MEMBER	2.00 0.00	X						0	0	0
(17) CASEY LAVIN BOARD MEMBER	2.00 0.00	X						0	0	0
(18) CHRIS MCCORKENDALE IMMEDIATE PAST CHAIR	2.00 0.00	X						0	0	0
(19) DIANA MCDUGALL BOARD MEMBER	2.00 0.00	X						0	0	0
1b Subtotal								881,675		32,037
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)								881,675		32,037

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **5**

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **0**

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514	
Contributions, Gifts, Grants and Other Similar Amounts	1a Federated campaigns	1a						
	b Membership dues	1b						
	c Fundraising events	1c						
	d Related organizations	1d						
	e Government grants (contributions)	1e						
	f All other contributions, gifts, grants, and similar amounts not included above	1f						
	g Noncash contributions included in lines 1a-1f	1g	\$					
	h Total. Add lines 1a-1f							
Program Service Revenue	2a VISITOR AND CONVENTION BUREAU	Business Code		813000	7,255,228	7,255,228		
	b MEMBERSHIP DUES			813000	709,467		709,467	
	c MEMBERSHIP PROJECTS			813000	272,190	272,190		
	d							
	e							
	f All other program service revenue							
	g Total. Add lines 2a-2f				8,236,885			
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)				3,707		3,707	
	4 Income from investment of tax-exempt bond proceeds							
	5 Royalties							
	6a Gross rents	6a	(i) Real	(ii) Personal				
			36,135					
			6b Less: rental expenses	6b	65,420			
	c Rental inc. or (loss)	6c	-29,285					
	d Net rental income or (loss)				-29,285		-29,285	
	7a Gross amount from sales of assets other than inventory	7a	(i) Securities	(ii) Other				
			7b Less: cost or other basis and sales exps.	7b				
	c Gain or (loss)	7c						
	d Net gain or (loss)							
8a Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18	8a							
		8b Less: direct expenses	8b					
c Net income or (loss) from fundraising events								
9a Gross income from gaming activities. See Part IV, line 19	9a							
		9b Less: direct expenses	9b					
c Net income or (loss) from gaming activities								
10a Gross sales of inventory, less returns and allowances	10a							
		b Less: cost of goods sold	10b					
c Net income or (loss) from sales of inventory								
Miscellaneous Revenue	11a ADVERTISING	Business Code		813000	563,465	563,465		
	b							
	c							
	d All other revenue							
	e Total. Add lines 11a-11d				563,465			
12 Total revenue. See instructions				8,774,772	7,527,418	563,465	683,889	

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).
 Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.

	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	360,478			
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	1,350,694			
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	82,970			
9 Other employee benefits	172,393			
10 Payroll taxes	86,205			
11 Fees for services (nonemployees):				
a Management				
b Legal	12,310			
c Accounting				
d Lobbying				
e Professional fundraising services. See Part IV, line 7				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.)				
12 Advertising and promotion				
13 Office expenses	15,176			
14 Information technology				
15 Royalties				
16 Occupancy	43,396			
17 Travel				
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	71,163			
23 Insurance				
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a Visitor and Convention Bu	6,109,025			
b Other Operating Costs	215,142			
c Membership Projects	157,826			
d Bluffton Office	15,532			
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	8,692,310	0	0	0
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X

		(A)		(B)	
		Beginning of year		End of year	
Assets	1	Cash—non-interest-bearing	303,451	1	1,095,194
	2	Savings and temporary cash investments	1,111,937	2	1,539,737
	3	Pledges and grants receivable, net		3	
	4	Accounts receivable, net	86,267	4	128,831
	5	Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use		8	
	9	Prepaid expenses and deferred charges	90,743	9	46,817
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 2,932,421		
	b	Less: accumulated depreciation	10b 2,021,464	10c	910,957
	11	Investments—publicly traded securities		11	
	12	Investments—other securities. See Part IV, line 11		12	
	13	Investments—program-related. See Part IV, line 11		13	
	14	Intangible assets		14	
	15	Other assets. See Part IV, line 11		15	
16	Total assets. Add lines 1 through 15 (must equal line 33)	2,451,424	16	3,721,536	
Liabilities	17	Accounts payable and accrued expenses	475,057	17	1,140,842
	18	Grants payable		18	
	19	Deferred revenue	1,339,401	19	1,861,266
	20	Tax-exempt bond liabilities		20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22	Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22	
	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable to unrelated third parties		24	
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		25	
	26	Total liabilities. Add lines 17 through 25	1,814,458	26	3,002,108
	Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input checked="" type="checkbox"/> and complete lines 27, 28, 32, and 33.			
27		Net assets without donor restrictions	636,966	27	719,428
28		Net assets with donor restrictions		28	
Organizations that do not follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 29 through 33.					
29		Capital stock or trust principal, or current funds		29	
30		Paid-in or capital surplus, or land, building, or equipment fund		30	
31		Retained earnings, endowment, accumulated income, or other funds		31	
32	Total net assets or fund balances	636,966	32	719,428	
33	Total liabilities and net assets/fund balances	2,451,424	33	3,721,536	

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	8,774,772
2	Total expenses (must equal Part IX, column (A), line 25)	2	8,692,310
3	Revenue less expenses. Subtract line 2 from line 1	3	82,462
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	636,966
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	719,428

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
b	Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	X	
c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.	X	
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		X
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits		

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(20) DR. AL PANU	2.00									
BOARD MEMBER	0.00	X						0	0	0
(21) JON REMBOLD	2.00									
BOARD MEMBER	0.00	X						0	0	0
(22) ANDREW SCHUMACHER	2.00									
BOARD MEMBER	0.00	X						0	0	0
(23) MICHAEL SCIOSCIA	2.00									
BOARD MEMBER	0.00	X						0	0	0
(24) JEROME SMITH	2.00									
BOARD MEMBER	0.00	X						0	0	0
(25) STEVE STAUFFER	2.00									
BOARD MEMBER	0.00	X						0	0	0
(26) TERRY TADLOCK	2.00									
BOARD MEMBER	0.00	X						0	0	0
(27) AHMAD WARD	2.00									
BOARD MEMBER	0.00	X						0	0	0
1b Subtotal										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)										

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ▶

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual		
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual		
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person		

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization ▶

SCHEDULE D (Form 990)

Department of the Treasury Internal Revenue Service

Supplemental Financial Statements

Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2020

Open to Public Inspection

Name of the organization

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

Employer identification number

57-0375569

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.

Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

Table with 3 columns: Question, (a) Donor advised funds, (b) Funds and other accounts. Includes questions 1-6 regarding donor advised funds and their reporting.

Part II Conservation Easements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

Table with 3 columns: Question, (a) Donor advised funds, (b) Funds and other accounts. Includes questions 1-9 regarding conservation easements and their reporting.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

Table with 3 columns: Question, (a) Donor advised funds, (b) Funds and other accounts. Includes questions 1a-2 regarding collections of art, historical treasures, or other similar assets.

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule D (Form 990) 2020

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

- 3 Using the organization's acquisition, accession, and other records, check any of the following that make significant use of its collection items (check all that apply):
- a Public exhibition
 - b Scholarly research
 - c Preservation for future generations
 - d Loan or exchange program
 - e Other
- 4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
- 5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No
- b If "Yes," explain the arrangement in Part XIII and complete the following table:
- | | Amount |
|---------------------------------|--------|
| c Beginning balance | 1c |
| d Additions during the year | 1d |
| e Distributions during the year | 1e |
| f Ending balance | 1f |
- 2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No
- b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII

Part V Endowment Funds.

Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a Board designated or quasi-endowment %
- b Permanent endowment %
- c Term endowment %

The percentages on lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i) Unrelated organizations
- (ii) Related organizations

	Yes	No
3a(i)		
3a(ii)		
3b		

b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		364,230		364,230
b Buildings		2,002,085	1,553,713	448,372
c Leasehold improvements				
d Equipment		566,106	467,751	98,355
e Other				
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				910,957

Part VII Investments – Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 12.)		

Part VIII Investments – Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 13.)		

Part IX Other Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.)	

Part X Other Liabilities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

(a) Description of liability	(b) Book value
1. (1) Federal income taxes	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.)	

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.
 Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements		1	8,840,192
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
a	Net unrealized gains (losses) on investments	2a		
b	Donated services and use of facilities	2b		
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d		2e	
3	Subtract line 2e from line 1		3	8,840,192
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b	-65,420	
c	Add lines 4a and 4b		4c	-65,420
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)		5	8,774,772

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.
 Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements		1	8,757,730
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
a	Donated services and use of facilities	2a		
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d		2e	
3	Subtract line 2e from line 1		3	8,757,730
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b	-65,420	
c	Add lines 4a and 4b		4c	-65,420
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)		5	8,692,310

Part XIII Supplemental Information.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

Part XI, Line 4b - Revenue Amounts Included on Return - Other

Rental Expenses \$ -65,420

Part XII, Line 4b - Expense Amounts Included on Return - Other

Rental Expenses \$ -65,420

Part XIII Supplemental Information *(continued)*

Area with horizontal dotted lines for supplemental information.

SCHEDULE J
(Form 990)

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest
Compensated Employees

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
▶ Attach to Form 990.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2020

Open to Public
Inspection

Name of the organization

**HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE**

Employer identification number
57-0375569

Part I Questions Regarding Compensation

1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- | | |
|--|---|
| <input type="checkbox"/> First-class or charter travel | <input type="checkbox"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions | <input type="checkbox"/> Payments for business use of personal residence |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input checked="" type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Personal services (such as maid, chauffeur, chef) |

b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain

2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a?

3 Indicate which, if any, of the following the organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- | | |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee | <input type="checkbox"/> Written employment contract |
| <input type="checkbox"/> Independent compensation consultant | <input checked="" type="checkbox"/> Compensation survey or study |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

4 During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

- a** Receive a severance payment or change-of-control payment?
b Participate in or receive payment from a supplemental nonqualified retirement plan?
c Participate in or receive payment from an equity-based compensation arrangement?

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.

5 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

- a** The organization?
b Any related organization?

If "Yes" on line 5a or 5b, describe in Part III.

6 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

- a** The organization?
b Any related organization?

If "Yes" on line 6a or 6b, describe in Part III.

7 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III

8 Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III

9 If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

	Yes	No
1b	X	
2	X	
4a		X
4b		X
4c		X
5a		
5b		
6a		
6b		
7		
8		
9		

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title	(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1 WILLIAM G. MILES PRESIDENT & CEO	(i) 360,478 (ii) 0	(ii) 15,000 (iii) 0	(iii) 19,827 (iv) 0	0 0	32,037 0	427,342 0	28,936 0
2	(i)	(ii)	(iii)				
3	(i)	(ii)	(iii)				
4	(i)	(ii)	(iii)				
5	(i)	(ii)	(iii)				
6	(i)	(ii)	(iii)				
7	(i)	(ii)	(iii)				
8	(i)	(ii)	(iii)				
9	(i)	(ii)	(iii)				
10	(i)	(ii)	(iii)				
11	(i)	(ii)	(iii)				
12	(i)	(ii)	(iii)				
13	(i)	(ii)	(iii)				
14	(i)	(ii)	(iii)				
15	(i)	(ii)	(iii)				
16	(i)	(ii)	(iii)				

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

Area with horizontal lines for supplemental information.

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2020

Open to Public
Inspection

Name of the organization

HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE

Employer identification number

57-0375569

Form 990, Part VI, Line 6 - Classes of Members or Stockholders

THE BOARD OF DIRECTORS IS COMPRISED OF INDIVIDUALS REPRESENTING CHAMBER
MEMBER ORGANIZATIONS OR INDIVIDUAL MEMBERS.

Form 990, Part VI, Line 7a - Election of Members and Their Rights

THE CHAIRMAN OF THE BOARD CAN APPOINT UP TO 4 MEMBERS OF THE BOARD.

Form 990, Part VI, Line 11b - Organization's Process to Review Form 990

THE CONTROLLER AND THE CHAMBER PRESIDENT REVIEW THE 990 BEFORE IT IS
SUBMITTED TO THE IRS. IN ADDITION, THE 990 IS REVIEWED BY THE FINANCE
COMMITTEE AND A COMPLETE COPY IS PROVIDED TO ALL MEMBERS OF THE BOARD OF
DIRECTORS PRIOR TO THE FILING OF THE RETURN.

Form 990, Part VI, Line 12c - Enforcement of Conflicts Policy

NEW BOARD MEMBERS RECEIVE A PACKET THAT INCLUDE THE BYLAWS AND CONFLICT OF
INTEREST FORM. EACH BOARD AND STAFF MEMBER IS REQUIRED ANNUALLY TO READ AND
SIGN THE CONFLICT OF INTEREST FORM. THE MAMANGEMENT OF THE CHAMBER AND THE
INDIVIDUAL BOARD MEMBERS REMAIN INFORMED OF FIRMS INVOLVED IN THE CHAMBERS
BUSINESS AND LEGAL ISSUES. BOARAD MEMBERS WILL RECUSE THEMSELVES FROM
VOTING IF/WHEN THERE IS A CONFLICT OF INTEREST.

Form 990, Part VI, Line 15a - Compensation Process for Top Official

THE CHAMBER HAS A COMPENSATION COMMITTEE WHICH REVIEWS THE PRESIDENT AND
CEO'S COMPENSATION BASED ON CHAMBER PERFORMANCE, 990'S OF OTHER
ORGANIZATIONS AND COMPENSATION SURVEYS.

Name of the organization

HILTON HEAD ISLAND - BLUFFTON

Employer identification number

57-0375569

Form 990, Part VI, Line 19 - Governing Documents Disclosure Explanation

THE LAST TEN YEARS OF AUDIT REPORTS ARE AVAILABLE AT
WWW.THINKHILTONHEADISLAND.ORG.

Form 990, Part XI, Line 9 - Other Changes in Net Assets Explanation

Rental Expenses	\$ 65,420
Rental Expenses	\$ -65,420

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)
▶ Do not enter social security numbers on this form as it may be made public.
▶ Go to www.irs.gov/Form990 for instructions and the latest information.

A For the 2019 calendar year, or tax year beginning **JUL 1, 2019** and ending **JUN 30, 2020**

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE		D Employer identification number 57-0375569
	Doing business as		E Telephone number (843) 785-3673
	Number and street (or P.O. box if mail is not delivered to street address)	Room/suite	
	City or town, state or province, country, and ZIP or foreign postal code HILTON HEAD ISLAND, SC 29938		G Gross receipts \$ 7,420,067.
	F Name and address of principal officer: WILLIAM G MILES SAME AS C ABOVE		H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions) H(c) Group exemption number ▶

I Tax-exempt status: 501(c)(3) 501(c)(**6**) ◀ (insert no.) 4947(a)(1) or 527

J Website: ▶ **WWW.HILTONHEADISLAND.ORG**

K Form of organization: Corporation Trust Association Other ▶

L Year of formation: **1957** **M** State of legal domicile: **SC**

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: THE PURPOSE OF THE HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE IS TO PROMOTE AND PERPETUATE	
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.	
	3 Number of voting members of the governing body (Part VI, line 1a)	25
	4 Number of independent voting members of the governing body (Part VI, line 1b)	25
	5 Total number of individuals employed in calendar year 2019 (Part V, line 2a)	23
	6 Total number of volunteers (estimate if necessary)	0
	7a Total unrelated business revenue from Part VIII, column (C), line 12	583,754.
7b Net unrelated business taxable income from Form 990-T, line 39	-94,836.	
Revenue	8 Contributions and grants (Part VIII, line 1h)	0.
	9 Program service revenue (Part VIII, line 2g)	8,205,883.
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	3,191.
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	-55,038.
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	8,154,036.
	Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)
14 Benefits paid to or for members (Part IX, column (A), line 4)		0.
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		2,244,486.
16a Professional fundraising fees (Part IX, column (A), line 11e)		0.
b Total fundraising expenses (Part IX, column (D), line 25)		0.
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		5,905,876.
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		8,150,362.
19 Revenue less expenses. Subtract line 18 from line 12	3,674.	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	1,678,258.
	21 Total liabilities (Part X, line 26)	1,050,098.
	22 Net assets or fund balances. Subtract line 21 from line 20	628,160.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer	Date
	WILLIAM G MILES, PRESIDENT & CEO Type or print name and title	5-10-2021

Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check if self-employed <input type="checkbox"/>	PTIN
	JOHN C. CREECH, JR.	<i>John C Creech</i>	5/6/21	<input type="checkbox"/>	P00361999
	Firm's name ▶ J. W. HUNT AND COMPANY, LLP	Firm's EIN ▶ 57-0138290		Phone no. 803-254-8196	
	Firm's address ▶ P.O. BOX 265 COLUMBIA, SC 29202				

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

1 Briefly describe the organization's mission:

THE PURPOSE OF THE HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE IS TO PROMOTE AND PERPETUATE THE BUSINESS, COMMERCIAL, ENVIRONMENTAL, INDUSTRY AND CIVIC INTERESTS OF HILTON HEAD ISLAND AND BLUFFTON, SOUTH CAROLINA.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?

Yes No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services?

Yes No

If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ 7,356,256. including grants of \$) (Revenue \$)

THE CHAMBER OF COMMERCE PROGRAMS SERVE TO PROMOTE THE AREA THROUGH VARIOUS ACTIVITIES WHICH INCLUDE LARGE SCALE MARKETING AND ADVERTISING CAMPAIGNS. THE CHAMBER SEEKS TO ATTRACT BUSINESS AND INDUSTRY TO BENEFIT BOTH THE GREATER HILTON HEAD ISLAND AND BLUFFTON AREA AND ITS MEMBERSHIP.

4b (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4c (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4d Other program services (Describe on Schedule O.)

(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses 7,356,256.

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF
COMMERCE

Form 990 (2019)

57-0375569 Page 3

Part IV Checklist of Required Schedules

		Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>		X
2	Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ?		X
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>		
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>		X
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10	Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi endowments? <i>If "Yes," complete Schedule D, Part V</i>		X
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>	X	
b	Did the organization report an amount for investments - other securities in Part X, line 12, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>		X
c	Did the organization report an amount for investments - program related in Part X, line 13, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d	Did the organization report an amount for other assets in Part X, line 15, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>		X
e	Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>		X
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>		X
12a	Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>	X	
b	Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>		X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?		X
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>		X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>		X
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>		X
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>		X
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X
20a	Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>		X

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Part IV Checklist of Required Schedules (continued)

	Yes	No
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>		
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>		
26 Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part II</i>		X
27 Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions, for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? <i>If "Yes," complete Schedule L, Part IV</i>		X
b A family member of any individual described in line 28a? <i>If "Yes," complete Schedule L, Part IV</i>		X
c A 35% controlled entity of one or more individuals and/or organizations described in lines 28a or 28b? <i>If "Yes," complete Schedule L, Part IV</i>		X
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>		X
34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>		X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?	X	

Note: All Form 990 filers are required to complete Schedule O

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

	1a	1b	1c	Yes	No
1a Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	23				
b Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable		0			
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?					

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Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)

		Yes	No
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return		
	2a 23		
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note: If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)	X	
2b			
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	X	
3a			
b	If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation on Schedule O	X	
3b			
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		X
4a			
b	If "Yes," enter the name of the foreign country See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
5a			
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
5b			
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?		
5c			
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?		X
6a			
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
6b			
7	Organizations that may receive deductible contributions under section 170(c).		
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?		
7a			
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		
7b			
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		
7c			
d	If "Yes," indicate the number of Forms 8282 filed during the year		
	7d		
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		
7e			
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		
7f			
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
7g			
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		
7h			
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?		X
8			
9	Sponsoring organizations maintaining donor advised funds.		
a	Did the sponsoring organization make any taxable distributions under section 4966?		X
9a			
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?		X
9b			
10	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on Part VIII, line 12	10a	
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b	
11	Section 501(c)(12) organizations. Enter:		
a	Gross income from members or shareholders	11a	
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b	
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a	
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b	
13	Section 501(c)(29) qualified nonprofit health insurance issuers.		
a	Is the organization licensed to issue qualified health plans in more than one state? Note: See the instructions for additional information the organization must report on Schedule O.	13a	
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b	
c	Enter the amount of reserves on hand	13c	
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a	X
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation on Schedule O	14b	
15	Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year? If "Yes," see instructions and file Form 4720, Schedule N.	15	X
16	Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.	16	X

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Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI

Section A. Governing Body and Management

	1a	1b	Yes	No
1a Enter the number of voting members of the governing body at the end of the tax year If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O.	25			
b Enter the number of voting members included on line 1a, above, who are independent		25		
2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?				X
3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person?				X
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?				X
5 Did the organization become aware during the year of a significant diversion of the organization's assets?				X
6 Did the organization have members or stockholders?			X	
7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?			X	
b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?				X
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:				
a The governing body?			X	
b Each committee with authority to act on behalf of the governing body?			X	
9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses on Schedule O				X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

	Yes	No
10a Did the organization have local chapters, branches, or affiliates?		X
b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?		
10b		
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	X	
b Describe in Schedule O the process, if any, used by the organization to review this Form 990.		
11a		
12a Did the organization have a written conflict of interest policy? If "No," go to line 13	X	
b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	X	
12b		
c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	X	
12c		
13 Did the organization have a written whistleblower policy?	X	
14 Did the organization have a written document retention and destruction policy?	X	
15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
a The organization's CEO, Executive Director, or top management official	X	
15a		
b Other officers or key employees of the organization	X	
15b		
If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).		
16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		X
b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?		
16b		

Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed **SC**
- 18 Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
 Own website Another's website Upon request Other (explain on Schedule O)
- 19 Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
- 20 State the name, address, and telephone number of the person who possesses the organization's books and records **▶**
WILLIAM G. MILES - (843) 785-3673
PO BOX 5647, HILTON HEAD ISLAND, SC 29938

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations. See instructions for the order in which to list the persons above.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) ALAN WOLF BOARD MEMBER	2.00	X					0.	0.	0.	
(2) WALT NESTER BOARD MEMBER	2.00	X					0.	0.	0.	
(3) TIM FREISEN BOARD MEMBER	2.00	X					0.	0.	0.	
(4) TERRY TADLOCK BOARD MEMBER	2.00	X					0.	0.	0.	
(5) SUSANA COOK BOARD MEMBER	2.00	X					0.	0.	0.	
(6) STEVE STAUFFER BOARD MEMBER	2.00	X					0.	0.	0.	
(7) STEVE BIRDWELL BOARD MEMBER	2.00	X					0.	0.	0.	
(8) RAY WARCO BOARD MEMBER	2.00	X					0.	0.	0.	
(9) MICHAEL SCIOSCIA BOARD MEMBER	2.00	X					0.	0.	0.	
(10) KAREN RYAN BOARD MEMBER	2.00	X					0.	0.	0.	
(11) JEROME SMITH BOARD MEMBER	2.00	X					0.	0.	0.	
(12) JEREMY CLARK BOARD MEMBER	2.00	X					0.	0.	0.	
(13) WARREN WOODARD BOARD MEMBER	2.00	X					0.	0.	0.	
(14) JEAN BECK BOARD MEMBER	2.00	X					0.	0.	0.	
(15) DRU BROWN BOARD MEMBER	2.00	X					0.	0.	0.	
(16) DR. AL PANU BOARD MEMBER	2.00	X					0.	0.	0.	
(17) DIANA MCDUGALL BOARD MEMBER	2.00	X					0.	0.	0.	

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Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(18) CHRIS CORKEN BOARD MEMBER	2.00	X						0.	0.	0.
(19) CASEY LAVIN BOARD MEMBER	2.00	X						0.	0.	0.
(20) BAKER WILKINS BOARD MEMBER	2.00	X						0.	0.	0.
(21) ANDREW SCHUMACHER BOARD MEMBER	2.00	X						0.	0.	0.
(22) ANDREW CARMINES BOARD MEMBER	2.00	X						0.	0.	0.
(23) JAY WIENDL IMMEDIATE PAST CHAIRMAN	2.00	X						0.	0.	0.
(24) CHRIS MCCORKENDALE CHAIRMAN	5.00	X						0.	0.	0.
(25) JACK REED DIRECTOR - SALES	40.00			X				103,445.	0.	0.
(26) RAY DEAL CONTROLLER	40.00			X				134,250.	0.	0.
1b Subtotal								237,695.	0.	0.
c Total from continuation sheets to Part VII, Section A								652,260.	0.	28,936.
d Total (add lines 1b and 1c)								889,955.	0.	28,936.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **5**

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual	X	
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
NONE		

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **0**

SEE PART VII, SECTION A CONTINUATION SHEETS

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Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

				(A)	(B)	(C)	(D)	
				Total revenue	Related or exempt function revenue	Unrelated business revenue	Revenue excluded from tax under sections 512 - 514	
Contributions, Gifts, Grants and Other Similar Amounts	1 a	Federated campaigns	1a					
	b	Membership dues	1b					
	c	Fundraising events	1c					
	d	Related organizations	1d					
	e	Government grants (contributions)	1e					
	f	All other contributions, gifts, grants, and similar amounts not included above	1f					
	g	Noncash contributions included in lines 1a-1f	1g	\$				
	h	Total. Add lines 1a-1f						
Program Service Revenue	2 a	VISITOR AND CONV. BURE	Business Code	813000	5,586,604.	5,586,604.		
	b	MEMBERSHIP DUES	813000	658,379.			658,379.	
	c	ADVERTISING	813000	583,754.		583,754.		
	d	MEMBERSHIP PROJECTS	813000	564,261.	564,261.			
	e							
	f	All other program service revenue						
	g	Total. Add lines 2a-2f			7,392,998.			
Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)		9,619.			9,619.	
	4	Income from investment of tax-exempt bond proceeds						
	5	Royalties						
	6 a	Gross rents	(i) Real	17,450.				
			(ii) Personal					
			6b	Less: rental expenses	55,005.			
	6c	Rental income or (loss)		-37,555.	-37,555.			
	6d	Net rental income or (loss)						
	7 a	Gross amount from sales of assets other than inventory	(i) Securities					
			(ii) Other					
			7b	Less: cost or other basis and sales expenses				
	7c	Gain or (loss)						
	7d	Net gain or (loss)						
8 a	Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18							
		8b	Less: direct expenses					
		8c	Net income or (loss) from fundraising events					
9 a	Gross income from gaming activities. See Part IV, line 19							
		9b	Less: direct expenses					
		9c	Net income or (loss) from gaming activities					
10 a	Gross sales of inventory, less returns and allowances							
		10b	Less: cost of goods sold					
		10c	Net income or (loss) from sales of inventory					
Miscellaneous Revenue	11 a		Business Code					
	b							
	c							
	d	All other revenue						
	e	Total. Add lines 11a-11d						
12	Total revenue. See instructions			7,365,062.	6,113,310.	583,754.	667,998.	

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	918,891.	918,891.		
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	1,039,882.	1,039,882.		
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	85,843.	85,843.		
9 Other employee benefits	195,557.	195,557.		
10 Payroll taxes	136,999.	136,999.		
11 Fees for services (nonemployees):				
a Management				
b Legal	21,401.	21,401.		
c Accounting				
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)				
12 Advertising and promotion				
13 Office expenses	19,455.	19,455.		
14 Information technology				
15 Royalties				
16 Occupancy	84,300.	84,300.		
17 Travel				
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	64,127.	64,127.		
23 Insurance				
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a VISITOR AND CONV. BUREA	4,150,252.	4,150,252.		
b MEMBERSHIP PROJECTS	359,362.	359,362.		
c OTHER OPERATING EXPS	258,519.	258,519.		
d BLUFFTON OFFICE	21,668.	21,668.		
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	7,356,256.	7,356,256.	0.	0.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.				

Check here if following SOP 98-2 (ASC 958-720)

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

Form 990 (2019)

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Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year		(B) End of year		
Assets	1	Cash - non-interest-bearing	306,973.	1	303,451.	
	2	Savings and temporary cash investments	306,630.	2	1,111,937.	
	3	Pledges and grants receivable, net		3		
	4	Accounts receivable, net	66,695.	4	86,267.	
	5	Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5		
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6		
	7	Notes and loans receivable, net		7		
	8	Inventories for sale or use		8		
	9	Prepaid expenses and deferred charges	140,707.	9	90,743.	
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a	2,809,328.		
	b	Less: accumulated depreciation	10b	1,950,302.	10c	859,026.
	11	Investments - publicly traded securities			11	
	12	Investments - other securities. See Part IV, line 11			12	
	13	Investments - program-related. See Part IV, line 11			13	
	14	Intangible assets			14	
	15	Other assets. See Part IV, line 11			15	
16	Total assets. Add lines 1 through 15 (must equal line 33)		1,678,258.	16	2,451,424.	
Liabilities	17	Accounts payable and accrued expenses	540,566.	17	475,057.	
	18	Grants payable		18		
	19	Deferred revenue	509,532.	19	1,339,401.	
	20	Tax-exempt bond liabilities		20		
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21		
	22	Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22		
	23	Secured mortgages and notes payable to unrelated third parties		23		
	24	Unsecured notes and loans payable to unrelated third parties		24		
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		25		
	26	Total liabilities. Add lines 17 through 25		1,050,098.	26	1,814,458.
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input checked="" type="checkbox"/> and complete lines 27, 28, 32, and 33.					
	27	Net assets without donor restrictions	628,160.	27	636,966.	
	28	Net assets with donor restrictions		28		
	Organizations that do not follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 29 through 33.					
	29	Capital stock or trust principal, or current funds		29		
	30	Paid-in or capital surplus, or land, building, or equipment fund		30		
	31	Retained earnings, endowment, accumulated income, or other funds		31		
	32	Total net assets or fund balances		628,160.	32	636,966.
33	Total liabilities and net assets/fund balances		1,678,258.	33	2,451,424.	

Form 990 (2019)

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF
COMMERCE

Form 990 (2019)

57-0375569 Page 12

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	7,365,062.
2	Total expenses (must equal Part IX, column (A), line 25)	2	7,356,256.
3	Revenue less expenses. Subtract line 2 from line 1	3	8,806.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	628,160.
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	636,966.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
2b	Were the organization's financial statements audited by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	X	
2c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? _____ If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.	X	
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? _____		X
3b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits _____		

Form 990 (2019)

SCHEDULE D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
▶ Attach to Form 990.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2019
Open to Public
Inspection

Name of the organization **HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE**

Employer identification number
57-0375569

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? <input type="checkbox"/> Yes <input type="checkbox"/> No		
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? <input type="checkbox"/> Yes <input type="checkbox"/> No		

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

<input type="checkbox"/> Preservation of land for public use (for example, recreation or education)	<input type="checkbox"/> Preservation of a historically important land area
<input type="checkbox"/> Protection of natural habitat	<input type="checkbox"/> Preservation of a certified historic structure
<input type="checkbox"/> Preservation of open space	

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 7/25/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ _____

4 Number of states where property subject to conservation easement is located ▶ _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? Yes No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ _____

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ \$ _____

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? Yes No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under FASB ASC 958, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide in Part XIII the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under FASB ASC 958, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenue included on Form 990, Part VIII, line 1 ▶ \$ _____

(ii) Assets included in Form 990, Part X ▶ \$ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under FASB ASC 958 relating to these items:

a Revenue included on Form 990, Part VIII, line 1 ▶ \$ _____

b Assets included in Form 990, Part X ▶ \$ _____

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that make significant use of its collection items (check all that apply):

- a Public exhibition
- b Scholarly research
- c Preservation for future generations
- d Loan or exchange program
- e Other _____

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIII and complete the following table:

	Amount
c Beginning balance	
d Additions during the year	
e Distributions during the year	
f Ending balance	

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII

Part V Endowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a Board designated or quasi-endowment _____ %
- b Permanent endowment _____ %
- c Term endowment _____ %

The percentages on lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i) Unrelated organizations
- (ii) Related organizations

	Yes	No
3a(i)		
3a(ii)		
3b		

b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		364,230.		364,230.
b Buildings		1,935,522.	1,506,768.	428,754.
c Leasehold improvements				
d Equipment		509,576.	443,534.	66,042.
e Other				

Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.) **859,026.**

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF
COMMERCE

Part VII Investments - Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 12.) ▶		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 13.) ▶		

Part IX Other Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.) ▶	

Part X Other Liabilities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶	

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII ...

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements		1	7,420,067.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
a	Net unrealized gains (losses) on investments	2a		
b	Donated services and use of facilities	2b		
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d	2e		0.
3	Subtract line 2e from line 1	3		7,420,067.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b	-55,005.	
c	Add lines 4a and 4b	4c		-55,005.
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5		7,365,062.

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements		1	7,411,261.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
a	Donated services and use of facilities	2a		
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d	2e		0.
3	Subtract line 2e from line 1	3		7,411,261.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b	-55,005.	
c	Add lines 4a and 4b	4c		-55,005.
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5		7,356,256.

Part XIII Supplemental Information.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

PART XI, LINE 4B - OTHER ADJUSTMENTS:

RENTAL EXPENSES

PART XII, LINE 4B - OTHER ADJUSTMENTS:

RENTAL EXPENSES

**SCHEDULE J
(Form 990)**

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.

▶ Attach to Form 990.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2019

Open to Public Inspection

Name of the organization **HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE**

Employer identification number
57-0375569

Part I Questions Regarding Compensation

	Yes	No
1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.		
<input type="checkbox"/> First-class or charter travel		
<input type="checkbox"/> Travel for companions		
<input type="checkbox"/> Tax indemnification and gross-up payments		
<input type="checkbox"/> Discretionary spending account		
<input type="checkbox"/> Housing allowance or residence for personal use		
<input type="checkbox"/> Payments for business use of personal residence		
<input checked="" type="checkbox"/> Health or social club dues or initiation fees		
<input type="checkbox"/> Personal services (such as maid, chauffeur, chef)		
b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain	X	
2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a?	X	
3 Indicate which, if any, of the following the organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.		
<input checked="" type="checkbox"/> Compensation committee		
<input type="checkbox"/> Independent compensation consultant		
<input checked="" type="checkbox"/> Form 990 of other organizations		
<input type="checkbox"/> Written employment contract		
<input checked="" type="checkbox"/> Compensation survey or study		
<input checked="" type="checkbox"/> Approval by the board or compensation committee		
4 During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:		
a Receive a severance payment or change-of-control payment?		X
b Participate in, or receive payment from, a supplemental nonqualified retirement plan?		X
c Participate in, or receive payment from, an equity-based compensation arrangement?		X
If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.		
Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.		
5 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:		
a The organization?		
b Any related organization?		
If "Yes" on line 5a or 5b, describe in Part III.		
6 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:		
a The organization?		
b Any related organization?		
If "Yes" on line 6a or 6b, describe in Part III.		
7 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III		
8 Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III		
9 If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?		

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2019

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title	(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(i) WILLIAM G. MILES PRESIDENT & CEO	349,979.	30,000.	19,555.	0.	28,936.	428,470.	0.
(ii)	0.	0.	0.	0.	0.	0.	0.
(iii)							
(iv)							
(v)							
(vi)							
(vii)							
(viii)							
(ix)							
(x)							
(xi)							
(xii)							
(xiii)							
(xiv)							
(xv)							
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(xxxv)							
(xxxvi)							
(xxxvii)							
(xxxviii)							
(xxxix)							
(xl)							
(xli)							
(xlii)							
(xliiii)							
(xliv)							
(xlv)							
(xlvi)							
(xlvii)							
(xlviii)							
(xlvix)							
(xli)							
(xlii)							
(xliiii)							
(xliiii)							

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2019

Open to Public
Inspection

Name of the organization

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF
COMMERCE

Employer identification number
57-0375569

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

THE BUSINESS, COMMERCIAL, ENVIRONMENTAL, INDUSTRY AND CIVIC INTERESTS
OF HILTON HEAD ISLAND AND BLUFFTON, SOUTH CAROLINA.

FORM 990, PART VI, SECTION A, LINE 6:

LINE 6 EXPLANATION - THE BOARD OF DIRECTORS IS COMPRISED OF INDIVIDUALS
REPRESENTING CHAMBER MEMBER ORGANIZATIONS OR INDIVIDUAL MEMBERS.

FORM 990, PART VI, SECTION A, LINE 7A:

THE CHAIRMAN OF THE BOARD CAN APPOINT UP TO 4 MEMBERS OF THE BOARD.

FORM 990, PART VI, SECTION B, LINE 11B:

THE CONTROLLER AND THE CHAMBER PRESIDENT REVIEW THE 990 BEFORE IT IS
SUBMITTED TO THE IRS. IN ADDITION, THE 990 IS REVIEWED BY THE FINANCE
COMMITTEE AND A COMPLETE COPY IS PROVIDED TO ALL MEMBERS OF THE BOARD OF
DIRECTORS PRIOR TO THE FILING OF THE RETURN.

FORM 990, PART VI, SECTION B, LINE 12C:

NEW BOARD MEMBERS RECEIVE A PACKET THAT INCLUDE THE BYLAWS AND CONFLICT OF
INTEREST FORM. EACH BOARD AND STAFF MEMBER IS REQUIRED ANNUALLY TO READ AND
SIGN THE CONFLICT OF INTEREST FORM. THE MANAGEMENT OF THE CHAMBER AND THE
INDIVIDUAL BOARD MEMBERS REMAIN INFORMED OF FIRMS INVOLVED IN THE CHAMBERS
BUSINESS AND LEGAL ISSUES. BOARD MEMBERS WILL RECUSE THEMSELVES FROM VOTING
IF/WHEN THERE IS A CONFLICT OF INTEREST.

FORM 990, PART VI, SECTION B, LINE 15:

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule O (Form 990 or 990-EZ) (2019)

Name of the organization HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

Employer identification number 57-0375569

THE CHAMBER HAS A COMPENSATION COMMITTEE WHICH REVIEWS THE PRESIDENT AND CEO'S COMPENSATION BASED ON CHAMBER PERFORMANCE, 990'S OF OTHER ORGANIZATIONS AND COMPENSATION SURVEYS.

FORM 990, PART VI, SECTION C, LINE 19:

THE LAST TEN YEARS OF AUDIT REPORTS ARE AVAILABLE AT WWW.THINKHILTONHEADISLAND.ORG.

EXTENDED TO MAY 15, 2020

Form 990

Return of Organization Exempt From Income Tax

OMB No. 1545-0047

Department of the Treasury Internal Revenue Service

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form as it may be made public.

2018

Open to Public Inspection

Go to www.irs.gov/Form990 for instructions and the latest information.

A For the 2018 calendar year, or tax year beginning JUL 1, 2018 and ending JUN 30, 2019

Form header section containing organization name (HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE), employer ID number (57-0375569), telephone number ((843) 785-3673), gross receipts (\$8,213,074), and tax-exempt status (501(c)(6)).

Part I Summary

Summary table with columns for Revenue, Expenses, and Net Assets or Fund Balances. Rows include mission statement, governance metrics, revenue breakdown, expense breakdown, and net asset values for prior and current years.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete.

Signature block section with fields for officer signature (WILLIAM G MILES, PRESIDENT & CEO), preparer name (JOHN C. CREECH, JR.), firm name (J. W. HUNT AND COMPANY, LLP), and firm address (COLUMBIA, SC 29202).

May the IRS discuss this return with the preparer shown above? (see instructions) [X] Yes [] No

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III []

1 Briefly describe the organization's mission:

THE PURPOSE OF THE HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE IS TO PROMOTE AND PERPETUATE THE BUSINESS, COMMERCIAL, ENVIRONMENTAL, INDUSTRY AND CIVIC INTERESTS OF HILTON HEAD ISLAND AND BLUFFTON, SOUTH CAROLINA.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? [] Yes [X] No If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? [] Yes [X] No If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ 8,150,362. including grants of \$) (Revenue \$) THE CHAMBER OF COMMERCE PROGRAMS SERVE TO PROMOTE THE AREA THROUGH VARIOUS ACTIVITIES WHICH INCLUDE LARGE SCALE MARKETING AND ADVERTISING CAMPAIGNS. THE CHAMBER SEEKS TO ATTRACT BUSINESS AND INDUSTRY TO BENEFIT BOTH THE GREATER HILTON HEAD ISLAND AND BLUFFTON AREA AND ITS MEMBERSHIP.

4b (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4c (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4d Other program services (Describe in Schedule O.) (Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses 8,150,362.

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF
COMMERCE

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>		X
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ?		X
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>		
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>		X
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>		X
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>	X	
b Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>		X
c Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>		X
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>		X
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>		X
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>	X	
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a Did the organization maintain an office, employees, or agents outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>		X

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

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Part IV Checklist of Required Schedules (continued)

	Yes	No
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>		
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>		
26 Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If "Yes," complete Schedule L, Part II</i>		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
b A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i>		X
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>		X
34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>		X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

	Yes	No
1a Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable		
b Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable		
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?		

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

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Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)

		Yes	No
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return		
	2a		22
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)	X	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	X	
b	If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation in Schedule O	X	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		X
b	If "Yes," enter the name of the foreign country: See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
7 Organizations that may receive deductible contributions under section 170(c).			
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?		
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		
d	If "Yes," indicate the number of Forms 8282 filed during the year		7d
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		
g	Did the organization receive a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?		X
9 Sponsoring organizations maintaining donor advised funds.			
a	Did the sponsoring organization make any taxable distributions under section 4966?		X
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?		X
10 Section 501(c)(7) organizations. Enter:			
a	Initiation fees and capital contributions included on Part VIII, line 12		10a
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities		10b
11 Section 501(c)(12) organizations. Enter:			
a	Gross income from members or shareholders		11a
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)		11b
12a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?			
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year		12b
13 Section 501(c)(29) qualified nonprofit health insurance issuers.			
a	Is the organization licensed to issue qualified health plans in more than one state? Note. See the instructions for additional information the organization must report on Schedule O.		13a
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans		13b
c	Enter the amount of reserves on hand		13c
14a	Did the organization receive any payments for indoor tanning services during the tax year?		X
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O		14b
15	Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year? If "Yes," see instructions and file Form 4720, Schedule N.		X
16	Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.		X

Form 990 (2018)

**HILTON HEAD ISLAND - BLUFFTON CHAMBER OF
COMMERCE**

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Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI

Section A. Governing Body and Management

			Yes	No
1a Enter the number of voting members of the governing body at the end of the tax year	1a	26		
If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.				
b Enter the number of voting members included in line 1a, above, who are independent	1b	26		
2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2			X
3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person?	3			X
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4			X
5 Did the organization become aware during the year of a significant diversion of the organization's assets?	5			X
6 Did the organization have members or stockholders?	6		X	
7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a		X	
b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b			X
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:				
a The governing body?	8a		X	
b Each committee with authority to act on behalf of the governing body?	8b		X	
9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? <i>If "Yes," provide the names and addresses in Schedule O</i>	9			X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

			Yes	No
10a Did the organization have local chapters, branches, or affiliates?	10a			X
b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b			
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a		X	
b Describe in Schedule O the process, if any, used by the organization to review this Form 990.				
12a Did the organization have a written conflict of interest policy? <i>If "No," go to line 13</i>	12a		X	
b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b		X	
c Did the organization regularly and consistently monitor and enforce compliance with the policy? <i>If "Yes," describe in Schedule O how this was done</i>	12c		X	
13 Did the organization have a written whistleblower policy?	13		X	
14 Did the organization have a written document retention and destruction policy?	14		X	
15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?				
a The organization's CEO, Executive Director, or top management official	15a		X	
b Other officers or key employees of the organization	15b		X	
If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).				
16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a			X
b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b			

Section C. Disclosure

- 17** List the states with which a copy of this Form 990 is required to be filed **► SC**
- 18** Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
 Own website Another's website Upon request Other (explain in Schedule O)
- 19** Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
- 20** State the name, address, and telephone number of the person who possesses the organization's books and records **►**
WILLIAM G. MILES - (843) 785-3673
PO BOX 5647, HILTON HEAD ISLAND, SC 29938

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF
COMMERCE

Form 990 (2018)

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Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) CHRIS MCCORKENDALE CHAIRMAN	5.00	X					0.	0.	0.	
(2) JAY WIENDL IMMEDIATE PAST CHAIRMAN	2.00	X					0.	0.	0.	
(3) JUSTIN RICE BOARD MEMBER	2.00	X					0.	0.	0.	
(4) ANDREW SCHUMACHER BOARD MEMBER	2.00	X					0.	0.	0.	
(5) WALT NESTER BOARD MEMBER	2.00	X					0.	0.	0.	
(6) RAY WARCO BOARD MEMBER	2.00	X					0.	0.	0.	
(7) DRU BROWN BOARD MEMBER	2.00	X					0.	0.	0.	
(8) WARREN WOODARD BOARD MEMBER	2.00	X					0.	0.	0.	
(9) GREG KELLY BOARD MEMBER	2.00	X					0.	0.	0.	
(10) RONI ALLBRITTON BOARD MEMBER	2.00	X					0.	0.	0.	
(11) PATRICIA OWEN BOARD MEMBER	2.00	X					0.	0.	0.	
(12) STEVE BIRDWELL BOARD MEMBER	2.00	X					0.	0.	0.	
(13) DR. AL PANU BOARD MEMBER	2.00	X					0.	0.	0.	
(14) KAREN RYAN BOARD MEMBER	2.00	X					0.	0.	0.	
(15) JEREMY CLARK BOARD MEMBER	2.00	X					0.	0.	0.	
(16) STEVE STAUFFER BOARD MEMBER	2.00	X					0.	0.	0.	
(17) SUSANA COOK BOARD MEMBER	2.00	X					0.	0.	0.	

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

Form 990 (2018)

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Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(18) TERRY TADLOCK BOARD MEMBER	2.00	X						0.	0.	0.
(19) TIM FREISEN BOARD MEMBER	2.00	X						0.	0.	0.
(20) CAROLYN VANAGEL BOARD MEMBER	2.00	X						0.	0.	0.
(21) BAKER WILKINS BOARD MEMBER	2.00	X						0.	0.	0.
(22) ALAN WOLF BOARD MEMBER	2.00	X						0.	0.	0.
(23) JEAN BECK BOARD MEMBER	2.00	X						0.	0.	0.
(24) JEROME SMITH BOARD MEMBER	2.00	X						0.	0.	0.
(25) CHRIS CORKERN BOARD MEMBER	2.00	X						0.	0.	0.
(26) CASEY LAVIN BOARD MEMBER	2.00	X						0.	0.	0.
1b Sub-total								0.	0.	0.
c Total from continuation sheets to Part VII, Section A								752,734.	0.	0.
d Total (add lines 1b and 1c)								752,734.	0.	0.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **4**

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
NONE		

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **0**

SEE PART VII, SECTION A CONTINUATION SHEETS

Form 990 (2018)

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

Form 990 (2018)

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Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514
Contributions, Gifts, Grants and Other Similar Amounts	1 a	Federated campaigns	1a			
	b	Membership dues	1b			
	c	Fundraising events	1c			
	d	Related organizations	1d			
	e	Government grants (contributions)	1e			
	f	All other contributions, gifts, grants, and similar amounts not included above	1f			
	g	Noncash contributions included in lines 1a-1f: \$				
	h	Total. Add lines 1a-1f				
Program Service Revenue	2 a		Business Code			
	VISITOR AND CONV. BURE		813000	6,367,812.	6,367,812.	
	b MEMBERSHIP DUES		813000	700,644.		700,644.
	c ADVERTISING		813000	603,174.		603,174.
	d MEMBERSHIP PROJECTS		813000	534,253.	534,253.	
	e					
	f All other program service revenue					
	g Total. Add lines 2a-2f			8,205,883.		
Other Revenue	3			3,191.		3,191.
	4					
	5					
	6 a		(i) Real (ii) Personal			
	Gross rents		4,000.			
	b Less: rental expenses		59,038.			
	c Rental income or (loss)		-55,038.			
	d Net rental income or (loss)			-55,038.	-55,038.	
	7 a		(i) Securities (ii) Other			
	Gross amount from sales of assets other than inventory					
	b Less: cost or other basis and sales expenses					
	c Gain or (loss)					
	d Net gain or (loss)					
	8 a					
	Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18		a			
b Less: direct expenses		b				
c Net income or (loss) from fundraising events						
9 a						
Gross income from gaming activities. See Part IV, line 19		a				
b Less: direct expenses		b				
c Net income or (loss) from gaming activities						
10 a						
Gross sales of inventory, less returns and allowances		a				
b Less: cost of goods sold		b				
c Net income or (loss) from sales of inventory						
Miscellaneous Revenue			Business Code			
11 a						
b						
c						
d All other revenue						
e Total. Add lines 11a-11d						
12 Total revenue. See instructions			8,154,036.	6,847,027.	603,174.	703,835.

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF
COMMERCE

Form 990 (2018)

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Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	752,734.	752,734.		
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	1,110,963.	1,110,963.		
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	81,066.	81,066.		
9 Other employee benefits	173,907.	173,907.		
10 Payroll taxes	125,816.	125,816.		
11 Fees for services (non-employees):				
a Management				
b Legal	116,531.	116,531.		
c Accounting				
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)				
12 Advertising and promotion				
13 Office expenses	21,776.	21,776.		
14 Information technology				
15 Royalties				
16 Occupancy	95,447.	95,447.		
17 Travel				
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	65,138.	65,138.		
23 Insurance				
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a VISITOR AND CONV. BUREA	4,980,622.	4,980,622.		
b MEMBERSHIP PROJECTS	363,258.	363,258.		
c OTHER OPERATING EXPS	231,941.	231,941.		
d BLUFFTON OFFICE	31,163.	31,163.		
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	8,150,362.	8,150,362.	0.	0.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.				

Check here if following SOP 98-2 (ASC 958-720)

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF
COMMERCE

Form 990 (2018)

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Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year		(B) End of year	
Assets	1	Cash - non-interest-bearing	147,197.	1	306,973.
	2	Savings and temporary cash investments	448,131.	2	306,630.
	3	Pledges and grants receivable, net		3	
	4	Accounts receivable, net	48,856.	4	66,695.
	5	Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instr). Complete Part II of Sch L		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use		8	
	9	Prepaid expenses and deferred charges	104,497.	9	140,707.
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 2,800,247.		
	b	Less: accumulated depreciation	10b 1,942,994.		
	11	Investments - publicly traded securities	896,855.	10c	857,253.
	12	Investments - other securities. See Part IV, line 11		11	
	13	Investments - program-related. See Part IV, line 11		12	
	14	Intangible assets		13	
	15	Other assets. See Part IV, line 11		14	
16	Total assets. Add lines 1 through 15 (must equal line 34)	1,645,536.	15	1,678,258.	
Liabilities	17	Accounts payable and accrued expenses	547,378.	16	1,050,098.
	18	Grants payable		17	540,566.
	19	Deferred revenue	473,672.	18	509,532.
	20	Tax-exempt bond liabilities		19	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		20	
	22	Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		21	
	23	Secured mortgages and notes payable to unrelated third parties		22	
	24	Unsecured notes and loans payable to unrelated third parties		23	
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		24	
	26	Total liabilities. Add lines 17 through 25	1,021,050.	25	1,050,098.
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.				
	27	Unrestricted net assets	624,486.	26	1,021,050.
	28	Temporarily restricted net assets		27	628,160.
	29	Permanently restricted net assets		28	
	Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.				
	30	Capital stock or trust principal, or current funds		29	
	31	Paid-in or capital surplus, or land, building, or equipment fund		30	
	32	Retained earnings, endowment, accumulated income, or other funds		31	
33	Total net assets or fund balances	624,486.	32	628,160.	
34	Total liabilities and net assets/fund balances	1,645,536.	33	1,678,258.	

Form 990 (2018)

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

Form 990 (2018)

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Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	8,154,036.
2	Total expenses (must equal Part IX, column (A), line 25)	2	8,150,362.
3	Revenue less expenses. Subtract line 2 from line 1	3	3,674.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	624,486.
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	628,160.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

	Yes	No
1 Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.		
2a Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
b Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	X	
c If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.	X	
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		X
b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits		

Form 990 (2018)

SCHEDULE D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
▶ Attach to Form 990.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2018
Open to Public
Inspection

Name of the organization **HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE**

Employer identification number
57-0375569

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

<input type="checkbox"/> Preservation of land for public use (e.g., recreation or education)	<input type="checkbox"/> Preservation of a historically important land area
<input type="checkbox"/> Protection of natural habitat	<input type="checkbox"/> Preservation of a certified historic structure
<input type="checkbox"/> Preservation of open space	

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 7/25/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ _____

4 Number of states where property subject to conservation easement is located ▶ _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

Yes No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ _____

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ \$ _____

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?

Yes No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenue included on Form 990, Part VIII, line 1

▶ \$ _____

(ii) Assets included in Form 990, Part X

▶ \$ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenue included on Form 990, Part VIII, line 1

▶ \$ _____

b Assets included in Form 990, Part X

▶ \$ _____

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets *(continued)*

- 3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):
- a Public exhibition
 - b Scholarly research
 - c Preservation for future generations
 - d Loan or exchange programs
 - e Other _____
- 4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
- 5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No
- b If "Yes," explain the arrangement in Part XIII and complete the following table:
- | | Amount |
|---------------------------------|--------|
| c Beginning balance | 1c |
| d Additions during the year | 1d |
| e Distributions during the year | 1e |
| f Ending balance | 1f |
- 2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No
- b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII

Part V Endowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

- 2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:
- a Board designated or quasi-endowment _____ %
 - b Permanent endowment _____ %
 - c Temporarily restricted endowment _____ %
- The percentages on lines 2a, 2b, and 2c should equal 100%.
- 3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:
- | | Yes | No |
|-----------------------------|--------|----|
| (i) unrelated organizations | 3a(i) | |
| (ii) related organizations | 3a(ii) | |
- b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R? **3b**

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		364,230.		364,230.
b Buildings		1,930,079.	1,463,354.	466,725.
c Leasehold improvements				
d Equipment		505,938.	479,640.	26,298.
e Other				
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				857,253.

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF
COMMERCE

Schedule D (Form 990) 2018

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Part VII Investments - Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 12.) ▶		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 13.) ▶		

Part IX Other Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.) ▶	

Part X Other Liabilities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶	

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements		1	8,213,074.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
a	Net unrealized gains (losses) on investments	2a		
b	Donated services and use of facilities	2b		
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d	2e		0.
3	Subtract line 2e from line 1	3		8,213,074.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b	-59,038.	
c	Add lines 4a and 4b	4c		-59,038.
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5		8,154,036.

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements		1	8,209,400.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
a	Donated services and use of facilities	2a		
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d	2e		0.
3	Subtract line 2e from line 1	3		8,209,400.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b	-59,038.	
c	Add lines 4a and 4b	4c		-59,038.
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5		8,150,362.

Part XIII Supplemental Information.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

PART XI, LINE 4B - OTHER ADJUSTMENTS:

RENTAL EXPENSES

PART XII, LINE 4B - OTHER ADJUSTMENTS:

RENTAL EXPENSE

**SCHEDULE J
(Form 990)**

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest
Compensated Employees

- ▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
- ▶ Attach to Form 990.
- ▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2018

Open to Public
Inspection

Name of the organization

**HILTON HEAD ISLAND - BLUFFTON CHAMBER OF
COMMERCE**

Employer identification number

57-0375569

Part I Questions Regarding Compensation

- 1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.
- | | |
|--|---|
| <input type="checkbox"/> First-class or charter travel | <input type="checkbox"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions | <input type="checkbox"/> Payments for business use of personal residence |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input checked="" type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Personal services (such as maid, chauffeur, chef) |
- b** If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain
- 2** Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a?
- 3** Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.
- | | |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee | <input type="checkbox"/> Written employment contract |
| <input type="checkbox"/> Independent compensation consultant | <input checked="" type="checkbox"/> Compensation survey or study |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |
- 4** During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:
- a** Receive a severance payment or change-of-control payment?
- b** Participate in, or receive payment from, a supplemental nonqualified retirement plan?
- c** Participate in, or receive payment from, an equity-based compensation arrangement?
- If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.
- Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.**
- 5** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:
- a** The organization?
- b** Any related organization?
- If "Yes" on line 5a or 5b, describe in Part III.
- 6** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:
- a** The organization?
- b** Any related organization?
- If "Yes" on line 6a or 6b, describe in Part III.
- 7** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III
- 8** Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III
- 9** If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

	Yes	No
1b	X	
2	X	
4a		X
4b		X
4c		X
5a		
5b		
6a		
6b		
7		
8		
9		

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2018

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

57-0375569

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) WILLIAM G. MILES PRESIDENT & CEO	(i)	372,220.	15,000.	11,456.	0.	0.	398,676.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
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	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

PART I, LINE 1A:

CLUB DUES PAID BY THE CHAMBER

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.
▶ Attach to Form 990 or 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2018

Open to Public
Inspection

Name of the organization

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF
COMMERCE

Employer identification number
57-0375569

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

THE BUSINESS, COMMERCIAL, ENVIRONMENTAL, INDUSTRY AND CIVIC INTERESTS
OF HILTON HEAD ISLAND AND BLUFFTON, SOUTH CAROLINA.

FORM 990, PART VI, SECTION A, LINE 6:

THE BOARD OF DIRECTORS IS COMPRISED OF INDIVIDUALS REPRESENTING CHAMBER
MEMBER ORGANIZATIONS OR INDIVIDUAL MEMBERS.

FORM 990, PART VI, SECTION A, LINE 7A:

THE CHAIRMAN OF THE BOARD CAN APPOINT UP TO 4 MEMBERS OF THE BOARD.

FORM 990, PART VI, SECTION B, LINE 11B:

THE CONTROLLER AND THE CHAMBER PRESIDENT REVIEW THE 990 BEFORE IT IS
SUBMITTED TO THE IRS. IN ADDITION, THE 990 IS REVIEWED BY THE FINANCE
COMMITTEE AND A COMPLETE COPY IS PROVIDED TO ALL MEMBERS OF THE BOARD OF
DIRECTORS PRIOR TO THE FILING OF THE RETURN.

FORM 990, PART VI, SECTION B, LINE 12C:

NEW BOARD MEMBERS RECEIVE A PACKET THAT INCLUDE THE BYLAWS AND CONFLICT OF
INTEREST FORM. EACH BOARD AND STAFF MEMBER IS REQUIRED ANNUALLY TO READ AND
SIGN THE CONFLICT OF INTEREST FORM. THE MANAGEMENT OF THE CHAMBER AND THE
INDIVIDUAL BOARD MEMBERS REMAIN INFORMED OF FIRMS INVOLVED IN THE CHAMBERS
BUSINESS AND LEGAL ISSUES. BOARD MEMBERS WILL RECUSE THEMSELVES FROM VOTING
IF/WHEN THERE IS A CONFLICT OF INTEREST.

FORM 990, PART VI, SECTION B, LINE 15:

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule O (Form 990 or 990-EZ) (2018)

Name of the organization HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE

Employer identification number 57-0375569

THE CHAMBER HAS A COMPENSATION COMMITTEE WHICH REVIEWS THE PRESIDENT AND CEO'S COMPENSATION BASED ON CHAMBER PERFORMANCE, 990'S OF OTHER ORGANIZATIONS AND COMPENSATION SURVEYS.

FORM 990, PART VI, SECTION C, LINE 19:

THE LAST TEN YEARS OF AUDIT REPORTS ARE AVAILABLE AT WWW.THINKHILTONHEADISLAND.ORG.

Internal Revenue Service

COPY

**Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201**

Date: May 26, 2006

HILTON HEAD ISLAND CHAMBER OF COMMERCE
PO BOX 5647
HILTON HEAD SC 29938-5647 476

Person to Contact:
Ronnie Clemons ID# 31-04020
Customer Service Representative
Toll Free Telephone Number:
877-829-5500
Federal Identification Number:
57-0375569

Dear Sir or Madam:

This is in response to your request of May 26, 2006, regarding your organization's tax-exempt status.

In April 1958 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(6) of the Internal Revenue Code.

Because your organization is not an organization described in section 170(c) of the Code, donors may not deduct contributions made to your organization. You should advise your contributors to that effect.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Janna K. Skufca, Director, TE/GE
Customer Account Services