



# The Town of Hilton Head Island Accommodations Tax Advisory Committee Regular Meeting

Wednesday, November 28, 2012  
9:00 a.m. – Benjamin M. Racusin Council Chambers

## AGENDA

As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting

1. **Call to Order**
2. **Freedom of Information Act Compliance**  
Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
3. **Approval of Minutes**
  - a. Regular Accommodations Tax Advisory Committee Meeting of October 18, 2012
4. **Chairman's Report**
5. **Unfinished Business**
  - a. Approval of 2013 Meeting Dates
6. **New Business**
  - a. Hearing of Applicants

Wednesday November 28, 2012	
TIME	APPLICANT
9:00-9:20	Art League of Hilton Head Island
9:20-9:40	Hilton Head Hospitality Association / Hilton Head Wine and Food, Inc.
9:40-10:00	Beaufort County Black Chamber of Commerce
10:00-10:20	Hilton Head Island Institute
10:20-10:40	BREAK
10:40-11:00	Hilton Head Island Airport
11:00-11:20	LoCo Motion
11:20-11:40	Hilton Head Dance Theater
11:40-12:00	Hilton Head St. Patrick's Day Parade
12:00-1:30	LUNCH

<b>1:30-1:50</b>	<b>Hilton Head Symphony Orchestra</b>
<b>1:50-2:10</b>	<b>Hilton Head Choral Society</b>
<b>2:10-2:30</b>	<b>SC Lowcountry &amp; Resort Islands Tourism Commission</b>
<b>2:30-2:50</b>	<b>Main Street Youth Theater</b>
<b>2:50-3:10</b>	<b>BREAK</b>
<b>3:10-3:30</b>	<b>Lowcountry Golf Course Owners Association</b>
<b>3:30-3:50</b>	<b>The Sandbox</b>
<b>3:50-4:10</b>	<b>Coastal Discovery Museum</b>

**7. Adjournment**

**Please note that a quorum of Town Council may result if four (4) or more of Town Council members attend this meeting.**

**TOWN OF HILTON HEAD ISLAND  
ACCOMMODATIONS TAX ADVISORY COMMITTEE**

**Date:** October 18, 2012 **Time:** 9:00 a.m.

**Members Present:** Bret Martin, *Chairman*; Robert Stenhammer, *Vice-Chairman*; Trish Heichel, Mike Alsko, Stewart Brown, John Munro

**Members Absent:** Frank Soule

**Staff Present:** Brian Hulbert; *Staff Attorney*, Erica Madhere; *Finance Assistant*

**Others Present:** Paul Andres, Beaufort County Airports; Will Dopp, Beaufort County Airports Board Member; Ted Allenbach, Hilton Head Island Motoring Festival; Brenda Ciapanna, Hilton Head Island-Bluffton Chamber of Commerce; John Pagluica, Italian American Club of Hilton Head Island; John Shkor, Hilton Head Island Institute

**Media:** None

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**1. Call to Order:**

The meeting was called to order at 9:00 a.m.

**2. FOIA Compliance:**

Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

**3. Approval of Minutes:**

Ms. Heichel moved to approve the Minutes of July 10, 2012. Mr. Brown seconded the motion. The Motion passed unanimously.

**4. Chairman's Report:**

Mr. Martin would like to make clarifications to Town Council this year in order to continue pursuing the USCB analytical survey with the goal of utilizing it during the application evaluation process. The survey details a variety of components that would help the Committee make fact-based decisions and would allow for the best use of funds. There is a variety of information that could come from the surveys beyond generating accommodations tax (ATAX) funding that would benefit Hilton Head Island in many aspects. The survey gauges the willingness of visitor to return, their interest in real estate, and their experience of Hilton Head Island as a whole. Vice Chairman, Mr. Stenhammer, agreed with Mr. Martin and elaborated by noting the USCB has modified its offerings to include a survey option that costs just \$500 per year so that it could be a viable option for all organizations. This survey would clearly show the return on investment for the organization and/or event.

**5. Unfinished Business:**

Mr. Stenhammer brought up two items for which the Committee would like updates when the numbers become available: the ATAX Recovery Project from this past summer, and the most recent State ATAX revenues. Once the outcome of the ATAX Recovery Project is understood, Mr. Alsko, Mr. Munro, and Mr. Stenhammer would like to talk to the Town about the Business License requirements for vacation rental properties. Susan Simmons, Director of Finance, was

unable to attend the meeting, therefore Erica Madhere, Finance Assistant, will let Ms. Simmons know this information has been requested.

**6. New Business:**

**a. Preliminary Review of Applications:**

Mr. Martin noted that 2011 was the final year to accept applications for forward-funded grants. In February of 2012, Council approved three forward-funded grants for 2013 totaling \$1,300,050. New 2013 grant requests amount to \$1,984,987. There is typically about \$800,000 to \$900,000 available for these grants, so as Mr. Brown stated, it will be a steep hill to climb.

Mr. Martin noticed there were a handful of organizations that did not submit all documentation as requested. Erica Madhere will contact the Mitchelville Preservation Project to inquire about its 990 Form, the SC Lowcountry and Resort Islands Tourism Commission to inquire about its 990 Form, and the Skull Creek July 4<sup>th</sup> Celebration, Inc. to inquire about its 2013 Budget and most recent 990 Form.

Mr. Munro stated concerns because the number of applicants grew this year and may continue to grow which may result in many organizations receiving a small amount of funding. The Committee understands that any qualified applicant may apply and does not want to prohibit any worthy organization. There were discussions about a process to ensure the most qualified applicants receive funding, and efforts to recover as much ATAX revenue as possible. Mr. Alsko suggested putting an additional step in place for new applicants, possibly during the ATAX Workshop or adding another Workshop to the schedule, to be able to work with them one-on-one and ensure they meet the qualifications. Mr. Stenhammer commented that the USCB survey process would give an objective point of view that would allow the Committee to recommend funding to the organizations that drive tourism and, as a result, would return more ATAX revenues to the Town.

Finally, Mr. Stenhammer thanked Mr. Martin and Ms. Heichel for doing a great job leading the ATAX Workshop in September. He also thanked the Town staff, specifically Rene Phillips, for making the electronic application process a smooth one.

**b. Review individual dates and times for Applicant Hearings:**

The individual hearings will take place on Wednesday, November 28 and Thursday, December 6, 2012. The schedule was reviewed and Mr. Stenhammer suggested moving the David M. Carmines Memorial Foundation hearing from the last hearing on Thursday, December 6 just before the hearings for the July 4<sup>th</sup> Fireworks on the same day. The members unanimously agreed.

**c. Approval of 2013 Proposed Meeting Dates:**

The 2013 Proposed Meeting Dates were not discussed during this meeting.

**7. Adjournment:**

Mr. Munro moved to adjourn the meeting. Ms. Heichel seconded the Motion. The meeting was adjourned at 9:26 a.m.

**Approved:**

**Respectfully submitted:**

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**Bret Martin, Chairman**

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**Erica Madhere, Secretary**

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**2013 ACCOMMODATIONS TAX ADVISORY COMMITTEE  
 PROPOSED SCHEDULE (REVISED 10/22/12)  
 ACCOMMODATIONS TAX ADVISORY COMMITTEE**

Wednesday	April 10	9:00 a.m. Affiliated Agencies	Council Chambers
Tuesday	July 16	9:00 a.m. Swearing in of members, Election of officers	Council Chambers
Monday	August 26	8:00 a.m. Electronic Filing Available – on- line	<a href="http://www.hiltonheadislandsc.gov">www.hiltonheadislandsc.gov</a>
Tuesday	September 10	9:00 a.m. - 11:00 a.m. ATAX Applicant Workshop (All ATAC members are not required to attend)	Council Chambers
Friday	September 27	4:00 p.m. – Application Deadline	<a href="http://www.hiltonheadislandsc.gov">www.hiltonheadislandsc.gov</a>
Thursday	October 17	9:00 a.m. – 11:00 a.m. Preliminary Review of Applications	Council Chambers
Wednesday	October 30	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	November 7	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	November 14	9:00 a.m. – 2:00 p.m. Review and Recommendations	Council Chambers

# 2013 Application Year Atax Grant Requests and Recommendations

October 9, 2012

Organization Name	Activity Name	2013 Requests	Committee Recommendation	Town Council Approved
Art League of Hilton Head	Visual Arts Enhance Tourism	61,900	0	0
Beaufort County Black Chamber of Commerce	ATAX Application	10,000	0	0
David M. Carmines Memorial Foundation	Hilton Head Island Seafood Fest	10,000	0	0
Harbour Town Merchants Association	Harbour Town 4th of July Fireworks	15,000	0	0
Harbour Town Merchants Association	Harbour Town Lights	10,000	0	0
Hilton Head Choral Society	Hilton Head Choral Society ATAC Initiatives	28,000	0	0
Hilton Head Concours d'Elegance, Inc.	Hilton Head Concours d'Elegance & Motoring Festival	134,000	0	0
Hilton Head Dance Theatre	Hilton Head Dance Theatre Performance Season	19,300	0	0
Hilton Head Hospitality Association	* 2013 Hilton Head Wine and Food Festival	0 *	0	0
Hilton Head Island Wine and Food, Hilton Head Island Airport	* 2013 Hilton Head Wine and Food Festival	104,769 *	0	0
Hilton Head Island Institute	The Institute Fall Event	150,000	0	0
Hilton Head Island St. Patrick's Day Parade	Hilton Head Island St. Patrick's Day Parade	15,000	0	0

\* An application for the 2013 Hilton Head Island Wine and Food Festival was submitted by two organizations because the production of the Festival is being restructured to a new company, HHI Wine and Food, Inc., which is still awaiting 501(c)(3) status. If a 2013 grant is awarded for the Festival and HHI Wine and Food, Inc. does not receive 501(c)(3) status in time, the grant should be awarded to Hilton Head Hospitality Association.

October 9, 2012

Organization Name	Activity Name	2013 Requests	Committee Recommendation	Town Council Approved
Hilton Head Island-Bluffton Chamber of Commerce	2013 Culinary, Cultural & Heritage, Golf & Tennis Destination Marketing	400,000	0	0
Hilton Head Symphony Orchestra, Inc.	HHSO General Operating and Audience Development 2013	175,000	0	0
Italian American Club of Hilton Head	Italian Heritage Festival	64,310	0	0
LoCo Motion	LoCo Motion Atax Grant	27,000	0	0
Lowcountry Golf Course Owners Association	Publicity and Media Relations Program	67,500	0	0
Main Street Youth Theater	Main Street Youth Theater	60,000	0	0
Mitchelville Preservation Project	Accommodations Tax Grant Application	85,000	0	0
Penn Center, Inc.	Hilton Head Island Accommodation Tax Grant Request	15,000	0	0
SC Lowcountry & Resort Islands Tourism Commission	SC Lowcountry & Resort Islands Tourism Commission	35,000	0	0
SC Watercolor Society (DBA SC Watermedia Society)	2013 Art Exhibition and Related Events	3,500	0	0
Shelter Cove Harbour Company	4th of July at Shelter Cove Harbour	18,600	0	0
Skull Creek July 4th Celebration, Inc.	Skull Creek July 4th Celebration	8,500	0	0
South Carolina Repertory Company	General Operating support for South Carolina Repertory Company	30,000	0	0
The Coastal Discovery Museum	Cultural and Eco-Tourism Programs	180,000	0	0

October 9, 2012

Organization Name	Activity Name	2013 Requests	Committee Recommendation	Town Council Approved
The Heritage Library Foundation	Encyclopedia Hilton Head	40,000	0	0
The Heritage Library Foundation	The Heritage Library	15,000	0	0
The Sandbox	Increasing Tourism through the Expansion of Young Minds	70,000	0	0
<hr/>		<b>1,984,987</b>	<b>0</b>	<b>0</b>