



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

**Thursday, December 6, 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 November 28, 2012
- 4. Chairman’s Report**
- 5. Unfinished Business**
None
- 6. New Business**
 - a. Hearing of Applicants

	Thursday, December 6, 2012
TIME	APPLICANT
9:00-9:20	Mitchelville Preservation Project
9:20-9:40	The Heritage Library Foundation
9:40-10:00	The Heritage Library: Encyclopedia Hilton Head
10:00-10:20	Italian American Club of Hilton Head
10:20-10:40	BREAK
10:40-11:20	Hilton Head Island-Bluffton Chamber of Commerce
11:20-11:40	Hilton Head Concours d’Elegance
11:40-12:00	South Carolina Repertory Co.
12:00-1:30	LUNCH
1:30-1:50	Penn Center, Inc.

1:50-2:10	SC Watercolor Society
2:10-2:30	David M. Carmines Memorial Foundation
2:30-2:40	Skull Creek 4th of July Celebration
2:40-3:00	BREAK
3:00-3:20	Harbour Town Merchants Assoc.: Harbour Town Lights
3:20-3:30	Harbour Town Merchants Assoc.: 4th of July Celebration
3:30-3:40	Shelter Cove Harbour Company 4th of July Fireworks
3:40-4:00	Hilton Head Symphony Orchestra

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: November 28, 2012 **Time:** 9:00 a.m.

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

Members Absent: Bret Martin, *Chairman*

Council Present: William Harkins

Staff Present: Susan Simmons, *Director of Finance*; Brian Hulbert, *Staff Attorney*; Erica Madhere, *Finance Assistant*

Others Present: Various representatives from organizations that applied for ATAX Grants, members of the public

Media: None

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 October 18, 2012. Mr. Brown seconded the motion. The Motion passed unanimously. (6-0)

4. Chairman's Report:

Mr. Martin was not able to attend, therefore Vice Chairman, Robert Stenhammer, led the meeting. Mr. Stenhammer thanked all of the Accommodations Tax (ATAX) Grant applicants for everything they contribute to tourism on Hilton Head Island. The Committee's objective is to maximize the return on investment of the ATAX grants, and the process is a difficult one as almost two million dollars was requested and roughly half that amount will be available for grants. He let the applicants know the committee's questions are meant to be inquisitive and not judgmental.

5. Unfinished Business:

a. Approval of 2013 Meeting Dates:

Mr. Stenhammer explained the dates have been reformatted in order to make the funds available to the grantees on January 1. Mr. Brown encouraged organizations to communicate with the Committee if the new format causes them to be in a quandary. Ms. Heichel moved to accept the 2013 Meeting Dates. Mr. Brown seconded the motion. The Motion passed unanimously. (6-0)

Ms. Simmons, Finance Director for the Town, approached the dais and informed the Committee that the amount available for the new 2013 grants will be determined very soon.

It will be derived from the actual revenue for the first three quarters and estimated revenue for the fourth quarter based on data from previous years combined with information on current trends in the local hospitality industry.

6. New Business:

a. Hearing of applicants

Mr. Stenhammer stated that the Committee would begin the hearing of applicants. The following applicants made presentations to the Committee:

1. Art League of Hilton Head Island
2. Hilton Head Wine and Food, Inc.
3. Beaufort County Black Chamber of Commerce
4. Hilton Head Island Institute
5. Hilton Head Island Airport
6. LoCo Motion
7. Hilton Head Dance Theatre
8. Hilton Head St. Patrick's Day Parade

During the presentation by the Art League, Ms. Heichel disclosed a potential conflict of interest and did not participate. The required disclosure form is attached.

During the presentation by LoCo Motion, Laura Morgan, President and CEO of Carolina Cups, requested to amend the purpose of the grant so that it would be used solely for a statewide marketing campaign, which would saturate key feeder cities with TV advertising for the event itself and Hilton Head Island as a destination.

The Committee broke for lunch at 12:07 p.m. and resumed the meeting at 1:50 p.m.

9. Hilton Head Choral Society
10. South Carolina Lowcountry & Resort Islands Tourism Commission
11. Main Street Youth Theater
12. Lowcountry Golf Course Owners Association
13. The Sandbox
14. Coastal Discovery Museum

During the presentation by The Sandbox, Anne Finn, Executive Director of Public Relations and Development, asked to amend its requested grant amount from \$70,000 to \$60,000 because The Sandbox strives to be a good neighbor in the community, and this reduction can hopefully help other organizations in need benefit from ATAX funding, as well.

7. Adjournment:

The meeting was adjourned at 4:35 p.m.

Approved:

Respectfully submitted:

Robert Stenhammer, Vice Chairman

Erica Madhere, Secretary

2013 Application Year Atax Grant Requests and Recommendations

November 29, 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	Hilton Head Island Airport	132,608	0	0
Hilton Head Island St. Patrick's Day Parade	The Institute Fall Event	150,000	0	0
	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.

November 29, 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

November 29, 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	60,000 **	0	0
		1,974,987	0	0

*** At its hearing on November 28, 2012, The Sandbox amended its 2013 Request from \$70,000 to \$60,000.*