



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

**Thursday, October 17, 2013
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 August 27, 2013
- 4. Chairman's Report**
- 5. Unfinished Business**
None
- 6. New Business**
 - a. Preliminary Review of Applications
 - b. Review and Approval of individual dates and times for Applicant Hearings
 - c. Approval of 2014 Proposed Meeting Dates
- 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: August 27, 2013 **Time:** 9:00 a.m.

Members Present: Robert Stenhammer, *Chairman*; Mike Alsko, *Vice-Chairman*; Frank Soule, Stewart Brown, Rob Bender

Members Absent: Trish Heichel, Bob Spear

Staff Present: Bret Martin, *Deputy Finance Director*; Rene Phillips, *Website Administrator*; Marcy Benson, *Senior Grants Administrator*; Erica Madhere, *Finance Assistant*

Council Present: None

Others Present: Robin Swift, Coastal Discovery Museum; Judy Tiano, Hilton Head Choral Society; Rosalind Ayers, Hilton Head Choral Society; Mona Huff, Hilton Head Choral Society; Phyllis Neville, Main Street Youth Theatre; Bob Masteller, Junior Jazz Foundation; Joyce Wright, Mitchelville Preservation Project; John Shkor, Hilton Head Island Institute; Peach Morrison, South Carolina Lowcountry Tourism Commission; Lori Finger, Hilton Head Dance Theatre; Henry Eschenbach, Heritage Library; Pat Shevlin, Hilton Head Island Crew; Liz Mitchell, Beaufort County Black Chamber of Commerce; Jamie Gall, Art League of Hilton Head; Jane Joseph, Art League of Hilton Head; Steve Maglione, The Sandbox; John Pagluica, Italian American Club of Hilton Head; Scott Foster, Shelter Cove Harbor Co; Charles Young, NIBCAA; Leonard Law, NIBCAA; Courtney Young, Foresight Communications; Tara Warthen, Main Street Youth Theatre; Brenda Ciapanna, Hilton Head Island-Bluffton Chamber of Commerce; Barry Fleming, South Carolina Lowcountry Golf Course Owners Association; Julie Musselman, Hilton Head Wine and Food Festival; Tami Bream, Hilton Head Wine and Food Festival; Mary Briggs, Hilton Head Symphony Orchestra; Members of Organizations interested in applying for 2014 Accommodations Tax Grants.

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:

a. Accommodations Tax Advisory Committee Meeting of July 16, 2013

Mr. Brown moved to approve the Minutes of July 16, 2012. Mr. Bender seconded the motion. The Motion passed unanimously. (5-0)

b. Accommodations Tax Advisory Committee Meeting of July 30, 2013

Mr. Alsko made a motion to amend the Minutes of July 30, 2013 to reflect his absence. Mr. Brown made a motion to approve the amended Minutes and Mr. Bender seconded the motion. The motion passed unanimously. (5-0)

4. Chairman's Report:

Mr. Stenhammer welcomed the new Committee members; all Committee members introduced themselves to the Workshop attendees. He also reviewed the Committee's schedule for the remainder of calendar year 2013. Mr. Stenhammer then provided a synopsis of a recent meeting he attended with an Arts Consultant group commissioned by Town Council to conduct a study to define the Town's vision and the community's role in the Arts organizations of Hilton Head. The Consultants objectives are to study a possible collaboration among local performing and cultural arts organizations, to provide an assessment and to develop strategic short-term, long-term and funding plans.

5. Unfinished Business:

Mr. Stenhammer discussed two ongoing items of interest for the Committee. First, he spoke about the University of South Carolina Beaufort (USCB) Surveys conducted by Dr. John Salazar, and the Committee's desire to make the surveys available to all organizations applying for ATAX Grants. The Committee and USCB are working on a plan for funding, one of which may be the University applying for an ATAX Grant specifically for the survey project. Next, Mr. Stenhammer reviewed the ATAX Recovery Project being conducted by the Town to identify the vacation rental-by-owners that are not remitting Accommodations Taxes as required. This project is not a straightforward one and will continue for as long as is necessary. In the future, the Committee would also like to discuss the Business License requirements for vacation rental owners.

6. New Business:

a. 2014 Accommodations Tax Grant Applicant Workshop to discuss the Application procedure, changes, expectations, and to address Applicant questions and concerns.

The Committee discussed the guiding principles for the Accommodations Tax Grants. The main focus is on Tourism and 1) the extent to which the organization drives overnight visitors to the island, 2) enhances the experience of the overnight visitor, and 3) collaborates with others to increase the success of the event or organization itself. The changes in the 2014 grant application were explained, as was the purpose all of changes - to gather more detailed information on how the organization will improve tourism on Hilton Head Island.

Rene Phillips, Website Administrator for the Town, then walked the Workshop attendees through the online process and explained each step in detail. She also mentioned additional addendum type information cannot be added to the online application, unless it is a survey with tourism data, and in that case the survey can be emailed to her and she will attach it to the application. Organizations that have applied in the past received their usernames and passwords which allow them to pre-populate the 2014 application with the information submitted in the 2013 application including the budgets and financial statements. Bret Martin, Deputy Director of Finance for the Town, stressed the importance of stating all other funding for their project, even if the source of funding remains anonymous. The Committee likes to know the applicant is receiving support from other areas, not just public funds. Also, he reviewed the Town's policy of reimbursing Tourism Advertising/Marketing expenses at 100%, and reimbursing all

other types of expenditures at a percentage that is equal to the average percentage of tourists that attend the organization's event(s).

The Committee broke for recess at 9:50 a.m. and reconvened at 4:00 p.m. to present the same information to applicants that were unable to attend the morning session. The guiding principles, the application revisions, and the application process were all reviewed. Lastly, the Committee answered questions from the Workshop attendees.

7. Adjournment:

Mr. Brown moved to adjourn the meeting. Mr. Alsko seconded the Motion. The meeting was adjourned at 4:28 p.m.

Approved:

Respectfully submitted:

Mike Alsko, Vice-Chairman

Erica Madhere, Secretary

2014 Application Year Atax Grant Requests and Recommendations

September 24, 2013

Organization Name	Activity Name	2014 Requests	Committee Recommendation	Town Council Approved
Art League of Hilton Head	Visual Arts Enhance Tourism	72,500	0	0
Arts Center of Coastal Carolina	Capital Project to Replace the HVAC Controls System and Upgrade to Variable Chilled Water Flow Drives	86,000	0	0
Arts Center of Coastal Carolina	Tourism Operations Support for the Arts Center of Coastal Carolina	378,000	0	0
Beaufort County Black Chamber of Commerce	Cultural Tourism Marketing	25,000	0	0
Beaufort County Government	Hilton Head Island Air Day	10,000	0	0
CSL	Startup of the Center for Service Leadership Operations	25,000	0	0
David M. Carmines Memorial Foundation	Hilton Head Island Seafood Fest	10,000	0	0
Experience Green	2014 Accommodations Tax Grant	8,000	0	0
Harbour Town Merchants Association	Harbour Town 4th of July Fireworks	18,000	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	15,392	0	0

Organization Name	Activity Name	2014 Requests	Committee Recommendation	Town Council Approved
	Season			
Hilton Head Island Institute	Imagination 2014	150,000	0	0
Hilton Head Island St. Patrick's Day Parade	Hilton Head Island St. Patrick's Day Parade	16,000	0	0
Hilton Head Island Wine and Food Inc	Hilton Head Island Wine and Food Festival	100,350	0	0
Hilton Head Island-Bluffton Chamber of Commerce	2014 Destination Marketing Application	375,000	0	0
Hilton Head Symphony Orchestra, Inc	2014 HHSO General Operating grant	200,000	0	0
Italian American Club of Hilton Head	Italian Festival 2014	64,200	0	0
Lowcountry Golf Course Owners Association	Publicity and Media Relations Program	50,000	0	0
Main Street Youth Theater	2014 ATAX Grant App	50,000	0	0
Mitchelville Preservation Project	Accommodations Tax Grant Application	50,000	0	0
Native Island Business and Community Affairs Assoc, Inc	Hilton Head Island Gullah Celebration	150,000	0	0
SC Lowcountry & Resort Islands Tourism Commission	SC Lowcountry & Resort Islands Tourism Commission	36,800	0	0
Shelter Cove HarbourCompany	4th of July at Shelter Cove Harbour	43,850	0	0
Skull Creek July 4th Celebration, Inc	Skull Creek July 4th Celebration	9,000	0	0
South Carolina Repertory Company	General Operating support for South Carolina Repertory Company	27,000	0	0
The Coastal Discovery Museum	Cultural and Eco-Tourism Programs	185,000	0	0

Organization Name	Activity Name	2014 Requests	Committee Recommendation	Town Council Approved
The Heritage Library Foundation	The Heritage Library	27,370	0	0
The Sandbox	Increasing Tourism through the Expansion of Young Minds	50,000	0	0
Town of Hilton Head Island	Municipal Town Operations - Tourism Support	1,175,559	0	0
		3,570,021	0.00	0.00

DRAFT
ATAX SCHEDULE
INDIVIDUAL HEARINGS
COUNCIL CHAMBERS

	Wednesday October 30, 2013			Thursday November 7, 2013
TIME	APPLICANT		TIME	APPLICANT
9:00-9:20	Art League of Hilton Head Island		9:00-9:20	Mitchelville Preservation Project
9:20-9:40	Beaufort County Black Chamber of Commerce		9:20-9:40	The Heritage Library Foundation
9:40-10:00	Beaufort County Government-Hilton Head Island Air Day		9:40-10:00	Native Island Business & Community Association
10:00-10:20	Center for Service Leadership		10:00-10:20	South Carolina Repertory Co.
10:20-10:40	BREAK		10:20-10:40	BREAK
10:40-11:00	Arts Center of Coastal Carolina		10:40-11:10	Hilton Head Island-Bluffton Chamber of Commerce
11:00-11:20	Arts Center of Coastal Carolina Capital Improvement		11:10-11:40	Town of Hilton Head Island
11:20-11:40	Hilton Head Dance Theater		11:40-12:00	Hilton Head Island Institute
11:40-12:00	HH St. Patrick's Day Parade		12:00-1:30	LUNCH
12:00-1:30	LUNCH		1:30-1:50	Experience Green
1:30-1:50	HH Symphony Orchestra		1:50-2:10	Hilton Head Wine and Food, Inc.
1:50-2:10	Hilton Head Choral Society		2:10-2:30	SC Lowcountry & Resort Islands Tourism Commission
2:10-2:30	Italian American Club of Hilton Head		2:30-2:50	HH Concours d'Elegance
2:30-2:50	Main Street Youth Theater		2:50-3:10	BREAK
2:50-3:10	BREAK		3:10-3:30	David M. Carmines Memorial Foundation
3:10-3:30	Lowcountry Golf Course Owners Assoc.		3:30-3:40	Skull Creek 4 th of July Celebration
3:30-3:50	The Sandbox		3:40-3:50	Harbour Town Merchants Assoc. 4 th of July Celebration
3:50-4:10	The Coastal Discovery Museum		3:50-4:00	Shelter Cove Harbour Company 4 th of July Fireworks

Red text denotes special requests.

ACCOMMODATIONS TAX ADVISORY COMMITTEE

2014 SCHEDULE – PROPOSED

Thursday	April 3	9:00 a.m. DMO Budget & Marketing Plan Presentation	Council Chambers
Tuesday	July 15	9:00 a.m. Swearing in of members, Election of officers	Council Chambers
Monday	August 25	8:00 a.m. Electronic Filing Available – on- line	www.hiltonheadislandsc.gov
Thursday	September 4	9:00 a.m. - 11:00 a.m. ATAX Applicant Workshop & Meeting	Council Chambers
Friday	September 26	4:00 p.m. – Application Deadline	www.hiltonheadislandsc.gov
Thursday	October 16	9:00 a.m. – 11:00 a.m. Preliminary Review of Applications	Council Chambers
Thursday	October 30	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	November 6	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	November 13	9:00 a.m. – 2:00 p.m. Review and Recommendations	Council Chambers

Note: A Special Town Council meeting to award the Accommodations Tax Grants will be held on _____, 2014 at _____ pm in Council Chambers.