



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

**Thursday, October 08, 2015**

**9:00 a.m. – Benjamin M. Racusin Council Chambers**

## **AGENDA**

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**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 August 27, 2015.
- 4. Chairman's Report**
- 5. Unfinished Business**  
None
- 6. New Business**
  - a. Preliminary Review of 2016 ATAX Grant Applications
  - b. Review and Approval of individual dates and times for Applicant Hearings
  - c. Approval of 2016 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, 2015 **Time:** 9:00 a.m.

**Members Present:** Mike Alsko, *Chairman*; Rob Bender, Trish Heichel, Brad Marra, Cliff McMackin

**Members Absent:** Stewart Brown, *Vice-Chairman*; Charlie Miner

**Staff Present:** Susan Simmons, *Finance Director*; Rene Phillips, *Website Administrator*; Marcy Benson, *Senior Grants Administrator*; Erica Madhere, *Finance Administrator*; Cindaia Ervin, *Finance Assistant*

**Council Present:** John McCann

**Others Present:** Members of Organizations interested in applying for 2016 Accommodations Tax Grants; Members of the public.

**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:**

**a. Accommodations Tax Advisory Committee Meeting of July 14, 2015**

Ms. Heichel moved to approve the Minutes of July 14, 2015. Mr. Bender seconded the motion. The Motion passed unanimously. (5-0)

**4. Chairman's Report:**

None

**5. Unfinished Business:**

None

**6. New Business:**

**a. Calendar Year 2016 Accommodations Tax Grant Applicant Workshop to discuss the Application procedure, changes, expectations, and to address Applicant questions and concerns.**

Chairman Mike Alsko explained the purpose of the meeting is to review the 2016 application, address any changes that have been made, and to answer any questions the applicants may have. Mr. Alsko invited Rene Phillips, Website Administrator for the Town, to the dias to walk the workshop attendees through the online application process. She explained each step in detail and highlighted some changes that were made to this year's

application, such as revised word limits in certain sections, the addition of more funding categories, the addition of the Procurement section, the changes to the Measuring Effectiveness section (formerly named Prior Recipient's Report), and the addition of the Executive Summary Section. She gave the applicants helpful hints including not to "cut and paste" answers from Microsoft Word since doing so will add background data that will skew the word count. She also mentioned that using the previous year's username and password will pre-populate the 2016 Application with information submitted for the 2015 application, including the budgets and financial statements, so that only the current year statements need to be uploaded. In the Executive Summary section, there are three options: the ATAX Effectiveness Form may be filled out and uploaded, the applicants may upload their own Executive Summary, or the applicants may enter information into the text box provided in the Application Portal. If a document is uploaded that needs correction, or if technical assistance is needed, the applicants should contact Ms. Phillips.

The Committee thanked Ms. Phillips and invited the workshop attendees to voice their questions and concerns. A question was raised about how partnering / collaborating applicants should apply, and the Committee advised them to consolidate when it makes sense, with one applicant having responsibility. In instances that one applicant is responsible for many projects, the Committee plans to evaluate, discuss, and make recommendation for each project individually.

Several attendees asked questions regarding needing more guidance on what should be included in the Executive Summary section. The Committee explained that the applicants should decide what is important to share with the Committee in order to give a high level view of their successes and/or failures. The organizations should consider how they measure their success, and educate the Committee to portray the results of their efforts. Applicants should think of the Executive Summary as a way to tell their story, including communicating efforts that didn't work, and explain what was learned and how the results will lead to better decision making in the future. There isn't a right or wrong way to complete the Executive Summary. The Committee expects some Summaries will be complex, some will be broad, and others will be very specific, but the goal is to show what has been affected by ATAX funding, and to help determine and substantiate that the money is helping the organization to grow and attract tourists, and ultimately, that the money is being well spent.

The Committee reviewed the meeting schedule for the remainder of the year, and advised the attendees that the date Town Council will consider the Committee's recommendations and determine the grant awards changed from December 8 to December 15, 2015.

## **7. Adjournment:**

Ms. Heichel moved to adjourn the meeting. Mr. Bender seconded the Motion. All Members voted unanimously in favor and the meeting was adjourned at 10:12 a.m.

**Approved:**

**Respectfully submitted:**

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**Mike Alsko, Chairman**

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**Erica Madhere, Secretary**

# 2016 Application Year Atax Grant Requests and Recommendations

October 6, 2015

Organization Name	Activity Name	2016 Requests	Committee Recommendation	Town Council Approved
Art League of Hilton Head	Strategic Marketing Plan - Year 2	87,418	0	0
Arts Center of Coastal Carolina	Tourism Operations Support for the Arts Center of Coastal Carolina	396,000	0	0
Beaufort County Black Chamber of Commerce	Cultural Tourism Marketing	55,000	0	0
David M. Carmines Memorial Foundation	Hilton Head Island Seafood Fest	15,000	0	0
Gullah Museum of Hilton Head Island	Gullah Museum 2016	50,000	0	0
Harbour Town Merchants Association	Harbour Town 4th of July Fireworks	18,000	0	0
Hilton Head Choral Society	Hilton Head Choral Society Performance Season	35,500	0	0
Hilton Head Concours d'Elegance, Inc	Hilton Head Concours d'Elegance & Motoring Festival	165,000	0	0
Hilton Head Dance Theatre	Hilton Head Dance Theatre Performance Season	23,000	0	0
Hilton Head Island Recreation Association	ATAX Application for Events	15,000	0	0
Hilton Head Island St. Patrick's Day Parade	Hilton Head Island St. Patrick's Day Parade	16,000	0	0

Organization Name	Activity Name	2016 Requests	Committee Recommendation	Town Council Approved
Hilton Head Island Wine and Food Inc	Hilton Head Island Wine and Food Festival	130,000	0	0
Hilton Head Island-Bluffton Chamber of Commerce	2016 Hilton Head Island Destination Marketing	385,000	0	0
Hilton Head Symphony Orchestra, Inc	HHSO Operating Grant	230,000	0	0
Main Street Youth Theater	Main Street Youth Theater	20,000	0	0
Memory Matters	Purple Angel Project	40,000	0	0
Mitchelville Preservation Project	Accommodations Tax Grant Application	60,000	0	0
MLK Jr. Celebration Planning Committee	MLK Celebration Weekend	6,500	0	0
Native Island Business and Community Affairs Assoc, Inc	20th Anniversary of the Hilton Head Island Gullah Celebration	150,000	0	0
Sandalwood Community Food Pantry	Run/Walk for Hunger	5,000	0	0
SC Lowcountry & Resort Islands Tourism Commission	SC Lowcountry & Resort Islands Tourism Commission	49,000	0	0
SC Lowcountry Golf Course Owners Association	LGCOA PR Grant Application 2016	50,000	0	0
Shelter Cove Harbour Company	HarbourFest	54,900	0	0
Skull Creek July 4th Celebration, Inc	Skull Creek July 4th Celebration	13,940	0	0
The Coastal Discovery Museum	Cultural and Eco-Tourism Programs	239,340	0	0
The Heritage Library Foundation	Heritage Library 2015	50,160	0	0
The Heritage Library Foundation	History Day	9,100	0	0

Organization Name	Activity Name	2016 Requests	Committee Recommendation	Town Council Approved
The Outside Foundation	Kid's Eco Coloring and Activity Sheet	5,000	0	0
The Sandbox	Enhancing the Tourist Experience with Educational Play	49,600	0	0
Town of Hilton Head Island	Municipal Town Operations - Tourism Support	1,286,058	0	0
		<b>3,709,516</b>	<b>0.00</b>	<b>0.00</b>

**ATAX SCHEDULE  
INDIVIDUAL HEARINGS  
COUNCIL CHAMBERS**

	Thursday October 22, 2015			Thursday October 29, 2015
TIME	APPLICANT		TIME	APPLICANT
9:00-9:20	Art League of Hilton Head Island		9:00-9:20	<b>HH Concours d'Elegance</b>
9:20-9:40	Arts Center of Coastal Carolina		9:20-9:40	<b>Memory Matters</b>
9:40-10:00	Beaufort County Black Chamber of Commerce		9:40-10:10	The Heritage Library: <i>Foundation, Speaker Series, &amp; History Day Applications</i>
10:00-10:20	Gullah Museum of Hilton Head Island		10:10-10:30	The Coastal Discovery Museum
10:20-10:40	BREAK		10:30-10:50	BREAK
10:40-11:00	Hilton Head Dance Theater		10:50-11:10	<b>The Sandbox</b>
11:00-11:20	Sandalwood Community Food Pantry		11:10-11:30	Mitchelville Preservation Project
11:20-11:40	Lowcountry Golf Course Owners Association		11:30-11:50	Native Island Business & Community Association
11:40-12:10	<b>Hilton Head Island-Bluffton Chamber of Commerce</b>		11:50-1:15	LUNCH
12:10-1:30	LUNCH		1:15-1:35	Hilton Head Wine and Food, Inc.
1:30-1:50	<b>HH Symphony Orchestra</b>		1:35-1:55	The Outside Foundation
1:50-2:10	<b>Hilton Head Choral Society</b>		1:55-2:15	<b>Town of Hilton Head Island</b>
2:10-2:30	Main Street Youth Theater		2:15-2:35	BREAK
2:30-2:50	BREAK		2:35-2:55	Hilton Head Recreation Association <i>Wing Fest &amp; Oyster Festival</i>
2:50-3:10	MLK Jr. Celebration		2:55-3:15	David M. Carmines Memorial Foundation
3:10-3:30	SC Lowcountry & Resort Islands Tourism Commission		3:15-3:25	Skull Creek 4 <sup>th</sup> of July Celebration
3:30-3:50	HH St. Patrick's Day Parade		3:25-3:45	Shelter Cove Harbour Comp 4 <sup>th</sup> of July & Harbourfest Fireworks
			3:45-3:55	Harbour Town Merchants Assoc. 4 <sup>th</sup> of July Celebration

**Red text denotes special request for a specific day.**

## ACCOMMODATIONS TAX ADVISORY COMMITTEE 2016 SCHEDULE

Thursday	April 7	9:00 a.m. – DMO Budget & Marketing Plan Presentation	Council Chambers
Wednesday	July 13	9:00 a.m. – Swearing in of members, Election of officers	Council Chambers
Monday	August 15	8:00 a.m. – Grant Application available for electronic filing	<a href="http://www.hiltonheadislandsc.gov">www.hiltonheadislandsc.gov</a>
Thursday	August 25	9:00 a.m. – ATAX Applicant Workshop	Council Chambers
Friday	September 16	4:00 p.m. – Application Deadline	<a href="http://www.hiltonheadislandsc.gov">www.hiltonheadislandsc.gov</a>
Thursday	October 6	9:00 a.m. – Preliminary Review of Applications	Council Chambers
Thursday	October 20	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	October 27	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	November 3	9:00 a.m. – Review and Recommendations	Council Chambers

**Notes:** Town Council will meet to award the Accommodations Tax Grants on \_\_\_\_\_(TBD)\_\_\_\_\_ at \_\_\_\_\_(TBD)\_\_\_\_\_ in Council Chambers.