

2023 Accommodations Tax Funds Request Application

Organization Name: Hilton Head Island Wine and Food Inc

Project/Event Name: Hilton Head Island Wine and Food Festival

Executive Summary

What a crazy and amazing year for us! Due to Covid we moved the 2021 festival from the traditional March time frame into the middle of September (12th-18th). And then we turned around and moved back to our traditional March time frame for 2022 (19th-26th). Tickets for 2022 went on sale October 14th, 26 days after the end of the 2021 event.

The move into the new Celebration Park was a huge success for us and we think this had a couple of positive effects. We think that when the festival ends at 3 pm, many of our patrons are likely to wander across the street and spend money at those local businesses. We know Rockfish restaurant had an after-party event outside in their parking lot and Sand Bar's patio was full while we were tearing down after Saturday's event. And there may be others that we are not aware of. We also suspect, that when people are in the Coligny area and see the tenting, etc. going up, if they were not aware of the festival, that might increase day of ticket sales.

We also are continuing to cultivate partnerships with USCB and TCL. OLLI has developed into a wonderful partnership. We had two sellout events with them utilizing the new campus on the island last year and we had a cooking class with a wine pairing with them the Friday before the week of the festival which was another amazing event.

During the September event we were finally able to have the beer garden area that had been planned to debut in 2020. This was extremely well received, and we had tons of positive feedback on the addition. Because of the positive feedback, we added another large event at the Westin on Sunday March 19th to help kick off the festival. This was called Beers at the Beach and was on their phenomenal outdoor decks. The 300 tickets available for this event sold out and we saw another 150+ people sign up on the wait list hoping tickets would become available.

Regarding our budgets and P&L statements, and moving the dates, these are unique numbers in comparison to previous years with two events in one fiscal year. But it not roughly double because part of the ticket sales and part of the marketing expenses occurred in the end of FY 2020 with June 30th being our fiscal year end. Also, with two events in one year, it greatly increased the profitability for the year since we only had to pay one round of set costs (ex: salaries and rent), but those were spread across two events instead of just one event.

Key Demographics:

Female – 69% Male – 29%

73% are 40 years of age or older

79% have no children living at home

70% have a 4-year degree or higher and it moves to 81% with associates degree

Household income – 25% > \$200,000, 65% > \$100,000 or retired

70% from 50 miles away or further

The numbers below are for the 2021 & 2022 festivals.

Total budget vs. actual – \$155,500 vs. \$152,250

Results – Total Impressions over 22M

Marketing & PR:

The plan – Work with media outlets in local and drive markets for earned media

Budget vs. actual – \$30,000 vs. \$24,000

Results – Because of the success of social media we cut back here and moved that money elsewhere. Saw well over \$20,000 in free media and over 1,000,000 impressions. We also were able to trade tickets for additional placements.

Print:

The plan – Look to own our base which runs from N. FL to ATL to Aiken to Greenville to Asheville to Charlotte (including Columbia). Also look to use markets to access high net worth markets neighborhoods in usually expensive print markets.

Budget vs. actual – \$55,000 vs. \$21,624

Results – 7.28M Print Impressions (not including earned)

Digital:

The plan – Focus on drive markets w/ focus on Columbia, CLT, Savannah, ATL

Budget vs. actual – \$28,000 vs. \$31,700

Results – 2.5M impressions++

Television:

The plan – Focus on 3 markets. Columbia, Greenville-Spartanburg-Asheville, and a new market for us Raleigh - Durham

Budget vs. actual – \$15,000 vs \$13,875

Results –

Asheville-Greenville-Spartanburg -1785 spots

Raleigh-Durham – 1295 spots

Columbia - 1353 spots

Viewership Impressions – 670,510

We also received a bunch of free commercials on HGTV, Travel Channel & the Food Network.

Radio:

The plan – Use radio to drive the local market + Savannah and Charleston

Budget vs. actual – \$6,000 vs. \$7500

Results – Provided a local voice, but we receive 3-4x number of spots paid for and a couple free on-air promotions

Fly Market:

The plan – Target markets suggested by Sav-HHI airport. Was executed with HHI Chamber. Targeted Boston, Philly, Cleveland, Chicago and DC

Budget vs. actual – \$10,000 vs. \$10,000

Results – 9.7M impressions

Social Media:

The plan – 2x/week during the off season and 5x/week starting 3 months out. Focus on selling tickets, especially for new events. This is also supplemented with ad buys on Facebook and Instagram.

Budget vs. actual – \$30,000 vs. \$25,855

Results – We felt this was our strongest area. We ran many ticket sales posts and saw immediate results after many of those. We saw over 1M impressions

Email:

The plan – Target higher net worth individuals. Focused on women from \$200 k households with interests in travel, food, wine, decor.

Budget vs. actual – \$7,500 vs. \$10,065

Results – We saw about a 15.5% open rate on our email campaigns. This is one of our most expensive areas on a cost per unit basis. We sent over 500,000 custom emails and targeted Greenville to Asheville, Augusta to Aiken, Columbia, Charlotte, the Jacksonville/North Florida area and Columbus, Ohio.

Other:

The plan – We worked with Crescent Moon to create stunning video footage to use for years to come.

Budget vs. actual – \$7,000 vs. \$17,180

Results – It looks amazing & we are excited to use it. They gave us a hometown non-profit discount as we usually could not afford them. Will film new locations this year.

The extra \$10,000 came from bills that were not broken down by category.

We recognize that we are one of the highest cost per person events supported by ATAX and instead of trying to reduce costs, we tried to increase visitors to lower that number since we attract high quality tourists. We attracted another 500 people this year, without seeing a major shift downward in our demographics. We still saw 25% of attendees report a household income >\$200,000 per year and still average just over 4 nights on the island all while continuing to draw 70% from 50 miles away or further. (58% from out of state)

Some events enhance people's experience on the island, while a few of the ATAX supported events drive visitors to the island. We feel we are the later and information from the survey and the fact that local lodging partners use the event to promote people staying at their properties supports this idea. Also, the results that the Sonesta and the Westin shared with us support this thesis.

Last the festival gives back to the community by supporting UCSB and TCL in their HRT and culinary programs. And with the need for **qualified** workers on the island, this financial support could pay dividends for many years to come.

Thank you for your time and as you consider our request, we ask you consider the results and not just the costs.

- The Westin sold a \$200,000 booking, and another group booking we do not know the value of. (from a 2019 visit)
- The Sonesta sold at least 1100 RN's from hosting people at the festival
- We increased attendance by approximately 16% with little or no change to demographics
- With our increased success, we are donating \$10,000 to **both** USCB (for scholarships) and TCL (for their culinary program) this year.

Cheers!

2023
Accommodations Tax Funds Request Application

Date Received: 09/02/2022

Time Received: 10:36 AM

By: Online Submittal

Applications will not be accepted if submitted after 4 pm on September 2, 2022

A. SUMMARY OF GRANT REQUEST:

ORGANIZATION NAME: Hilton Head Island Wine and Food Inc

Project/Event Name: Hilton Head Island Wine and Food Festival

Contact Name: Jeffrey R Gerber

Title: Executive Director

Address: 1620 Crestwood Drive, Columbia, SC 29205

Email Address: circlemstr@gmail.com

Contact Phone: 843-301-9256

Event Date: March 19th - 25th

Event Location: Lowcountry Celebration Park

Total Budget: \$407,000.00

Grant Requested: \$130,000.00

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

The money will be used to market the 38th year of the Hilton Head Wine and Food Festival with the goal of bringing even more visitors to the island. And to continue to increase the quality of the demographics we are experiencing.

We will look to market visiting the island in regional drive markets (FL, GA, TN, KY, NC, OH, and SC). With recent travel numbers showing car trips great than 500 miles increasing greatly. There will also be a fly marketing campaign run with the Chamber to 5 or 6 different markets.

The plan will include use of large amounts of digital, emai

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)

The HHWFF is an annual event that showcases many of the world's premier wines, while shining a light on the Lowcountry's unique and thriving food scene. Through a comprehensive traditional and digital marketing campaign we bring visitors from far and near. The impact is measured through surveys w/ USCB, talking with our hotel and restaurant partners, the Sav-HHI airport and communications with the Chamber.

The Sonesta & Westin use it to sell large groups on booking events. The Westin also uses us as a FAM event to increase room bookings throughout the year.

Also, MVC uses the event to sell initial or additional time at their properties. We also have partnered with the Marriott Courtyard and The Beach Ho

A. Total Number of Physical Tourists Served: 2450 - These number are ONLY for the 2022 event

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: 385

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: 665

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): 3500

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

We work with the Chamber and USCB to complete surveys during the festival.

Students in the LRITI program are at the festival with a tent and wireless tablets. They engage attendees at the tent and out on the grounds and ask them to answer a survey that creates a report with important demographic information about our visitors. We created the questions

with the help of USCB and input from the Chamber.

We also have online ticket sales which gives us some insight as to where attendees live.

What we saw in 2022 was:

- 58% come from out of state with 1% of those people from other countries.
- 12% Come from other parts of South Carolina
- 11% live within in a 50-mile radius
- 19% live in the HHI area

We did not hold any virtual events. We did have two events for our fiscal year 2021. One in September and the other in March.

B. DESCRIPTION OF OPERATIONS:

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

The Hilton Head Island Wine & Food Festival is an annual event that showcases many of the world's premier wines, while shining a light on the Lowcountry's unique and thriving food scene. Through interactive and educational culinary experiences, the festival celebrates the area's coastal beauty, vibrant culture and rich history, as it promotes its epicurean diversity with the purpose of enhancing tourism, stimulating local business, and raising funds to support scholarships for students pursuing degrees in the hospitality & tourism field.

We will be celebrating our 38th anniversary this year, which makes the festival is one of the oldest in the country. It's sponsored by local and regional businesses ranging from Sav-HHI Airport to accommodations (Sonesta, Westin, Marriott Courtyard and MVC), to grocery stores (Publix, our presenting sponsor), to realtors and many local restaurants. The International Wine Judging starts off the festival by introducing wine professionals to our area as they evaluate wines from all over the world. These wines are then showcased during the week's events, to include many wine dinners throughout the week, with the culmination of events being the Grand Tasting on Friday and the Public Tasting on Saturday.

The festival is a non-profit event that has contributed over \$97,000 in hospitality scholarship support to USCB and the TCL over the past eight years. With our success from this year, we are donating \$20,000 between the two institutions this year and are budgeting another \$20,000 for next year. The foundation also donated \$20,000 to TCL to help start their new culinary program.

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

2023 Objectives of the festival's grant-funded marketing plan:

- Continue the momentum that was generated in the 2021 & 2022 campaigns
- Implement targeted interactive advertising campaigns in the festival's top drive markets on home pages such as the Charlotte Observer, The State, in addition to some smaller markets as well.
- Leverage integrated social media efforts with regular posts, contests, sharing of festival press and events on Facebook and Instagram.
- Continue to utilize regional lifestyle publications with an emphasis on Northern Atlanta, Columbia, Charlotte and identified additional markets.
- Execute behavioral re-targeting campaigns and contextual re-targeting campaigns in both the drive and fly markets for high income households
- Use a very targeted e-mail advertising program once again focusing on high income households. This has been very effective for us.
- We will run a targeted fly campaign with the Chamber that has been very successful for the last 4 years.
- We are also starting to work towards having additional events throughout the year to help keep our name relevant and fresh on people's minds and to look to bring visitors to the island more than just once a year. We hosted a couple very successful events at USCB and will continue those and will look to add similar events at TCL once the new school year begins.
- We also run promotions with the Chamber, Sonesta, Westin and many local media partners.

If you want a specific marketing plan, I have sent the 2021 and 2022 plans for your reference.

Other sources of funding include proceeds from the International Wine Judging, event admissions, event vendors and corporate sponsors.

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)

100% of our marketing comes from ATAX funds, so we would have to scale back marketing efforts in a direct relation to a lower funding level.

1 in 4 of our attendees have a household income >\$200k & 65% are >\$100k or retired. With an average stay of 4.5 days, these are high quality visitors who spend money in the local economy. Due to the quality of the visitors, the expense of marketing to them is higher than average, but is justified by number of rooms nights, dining out, etc. We might have to consider lower cost/quality options with lower funding.

Also, even though expenses have increased for marketing each year, we have not asked for more money for 6 years.

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

The Hilton Head Wine & Food Festival hosted roughly 3500 people in **2022**.

- 58% of them were visitors from out of state
- 70% of them were from 50 miles away or further
- We also saw the average stay continue to be 4 - 4.5 days (consistent since 2017)

When combining the average length of stay, plus the daily spending of visitors for food, recreation and gifts, the total direct economic impact of the 2022 festival is estimated to be around **\$4,000,000**.

This does not include the additional economic benefits from:

- The Westin using this as a FAM event
- The Sonesta & Westin using it to book large groups at their property
- MVC using the festival to sell additional or news time shares on th

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)

A) The HHI Wine and Food Festival collaborates with the Chamber to create a fly marketing event every year. This was the 5th year in a row for this successful campaign.

The festival is also one of 4 larger events the Chamber uses to help promote other smaller events on the island (Heritage, Concours & Seafood being the others)

We are trying to create an additional event with the Coastal Discovery Museum in May or June.

We work with the Concours, HHSO and the Arts Center to help each other promote the island and each other's events and auctions.

B) The HHI Wine and Food Festival provides a unique opportunity for guests from all over the country to experience the island's finest culinary, resort and recreational resources all at once during the festival.

The collaborative efforts of renowned vineyards, local restaurants, visual and performing arts partners as well as destination amenity partners (golf, boating and beaches) yield a week-long celebration that is so enjoyable and memorable for guests that 79% of them

stated they are extremely likely or very likely to attend next year's festival. Those same people also stated they were 90% extremely likely or very likely to recommend to their friends and/or family to attend next year's festival.

The festival itinerary is exceptional in its diversity and appeal to guests. Rarely does such a wide range of opportunities to sample Hilton Head living come together simultaneously and seamlessly in one week-long event.

7. Additional comments. (250 words or less)

With increased, strategic public relations and marketing efforts we hope to reach and convince travelers that Hilton Head Island is home to the one of the country's top wine and food festivals. By aligning the island's remarkable chefs with world-renowned vintners and powerful national brands, the festival is attempting to lure new visitors, leverage more dollars and benefit the industry that drives our island, tourism.

Continued growth and success of the HHI Wine and Food Festival has given us the opportunity to better fund our priority cause, hospitality and culinary scholarships for students at USCB and TCL. Through these scholarships another aspect of island tourism is advanced, creating a well-qualified work force. Local leadership is also created from college degrees in HRT and culinary studies.

There are additional economic impacts that we are aware of that are **NOT** included in the numbers above, but we feel should be mentioned:

MVC uses the festival to showcase the island to sell new/longer visiting times to their guests for the last two years. There is no way to measure the impact from these visitors when they return year after year after their purchases.

The Westin continues to do FAM (familiarization) events and brought 40+ reservation specialists to show case the island and its many appeals over three days. Steve said this year they also booked a group that will be worth \$200k to them over two years from the festival & another group was booked by people who attended the 2019 festival with him.

The Sonesta uses the festival to invite potential large group clients. Wayne said in April that they had already booked 1100 RN's from people the Sonesta hosted at the 2022 festival.

C. FUNDING:

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

The HHI Wine and Food Festival is funded through four main sources.

The International Wine Judging kicks off the festival and generates revenue through entry fees, Also, the wines that are not opened are designated into lots and then sold by auction at the Grand and Public Tasting events.

Next, we are funded through sponsorships from companies on both a national and local level.

Then festival & off cycle events generate admissions from tickets and revenue from participating vendors.

Finally, we receive money through public funding in the form of grants from HHI ATAX, Beaufort County ATAX & SCPRT.

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

36 Government Sources

12 Corporate Support, Sponsors

52 Ticket Sales, or Sales and Services

Private Contributions, Donations and Grants

Membership, Dues, Subscriptions

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.

SCPRT	\$5,500.00
Beaufort County ATAX	\$10,000.00

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:

FY 2022 Budget (2023 Festival)
2023 Rhythm and Brews Budget

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

Profit and Loss Years Provided:

FY 2020 P & L (no festival occurred)
FY 2021 P & L (two festivals)

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

Balance Sheet Years Provided:

Balance Sheet for FY 2021 (Ends June 30)
FY 2020 Balance Sheet (Ends June 30)

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

IRS Form 990 or 990T Years Provided:

FY 2018 (ends June 2019)
FY 2020 (Ends June 2021)
FY 2019 (Ends June 2020)

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	\$130,000.00	Hilton Head Wine & Food Festival
2020	\$125,000.00	Hilton Head Wine & Food Festival
2021	\$88,000.00	Hilton Head Wine & Food Festival
2022	\$130,000.00	Hilton Head Wine & Food Festival

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 majority of the 2022 funds were used for advertising mainly in drive markets. We used funds for print, digital, email, TV, and radio. We had exposure to well over 13.5 million people.

Categories that did best in our digital marketing were Ages 35-65, wives, \$150k-\$250k income w/ home values of \$300-\$399k.

With help on our social media marketing, we have seen much stronger numbers, especially in the interaction areas.

We feel the efforts by both our Ad Agency and Social Media firm have allowed us to better focus in on bringing a high-quality visitor to the island.

The money spent to create videos seems to be very effective and we are planning on creating more content like that this year. People seem to react more favorably to that form of media and with adding video, we sold out of events faster than before.

Objectives were hit as shown by good demographic numbers:

- Income - 7% = retired, 58% = \$100 k or higher, 25% = \$200 k or higher
- Education - > 70% have a four-year degree or higher (with an additional 10% having a 2-year degree or some college)
- Household - > 78% have no children living at home

They have a good education, household income & no children at home, which leaves more disposable income to spend on travel.

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 real measure of effectiveness is ticket sales. We sold out all the events this year including a new 300-person, craft beer event at the Westin. Events that had sold out in the past, sold out even sooner this year. And events that had not sold out in the past, sold out this year.

Community benefits:

By targeting higher income attendees, we once again saw an average stay of 4 - 4.5 nights in 2022 from tourists.

Because the festival's target audience places such a high value on food and wine, not only do attendees place "heads in beds" for businesses around the island, but they are dining out, visiting stores and spending money on experiences in our community.

We also have many people tell us they are coming to the event to celebrate special occasions.

- Birthdays
- Anniversaries
- Friends and/or family get togethers

(People tend to spend more money on special occasions)

The better demographic nature of the attendees comes directly from advertising and social media. This not only has an immediate economic impact on the island, but it is likely to have residual effects as visitors often return to the island in the future. > 89% said they were likely/very likely to return to Hilton Head Island when the festival was NOT occurring.

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

With online tickets sales, we now can see the zip code location counts and directly correlate this to analytics gathered by our advertising firm. We receive a summary showing who, what, when, and where. This allows us to see what is working and what is less effective on a region-by-region basis when compared to the ticket sales data.

We also look to compare the data from the USCB survey versus areas we advertised in.

We also track tickets sales from year to year and compare the speed tickets for each event are selling in seven (7) day intervals. We pay particular attention to if ticket sales for each event are ahead of the same time the previous year.

Last, we track the demographics of the attendees. Are they improving? Staying even? Or Declining? We do this on an event-by-event basis first, and then we compare how the entire year compared to the previous year.

Signature: Jeffrey Gerber

Title/Position: Executive Director

Mailing Address: 1620 Crestwood Drive, Columbia, SC 29205

Email Address: circlemstr@gmail.com

Office Phone Number: 843-301-8256

Home Phone Number: 843-301-9256

2022 Media Schedule				
Advertising Medium	Type	Plan	Cost	Final Impressions
Atlanta Magazine	Print	Custom e-blast January & February February Display Ads	\$3,000.00	279,000
Atlanta Jewish Times	Print	November: Half page ad (\$587.50 reduced from \$775 for a \$187.50 in trade) & Newsletter ad (\$175) January: half page (\$587.50 reduced from \$775 for a \$187.50 in trade) & Newsletter ad (\$175)	\$1,350.00	157,000
COX/Spectrum	Broadcast	February 14 - 27, 2022 Asheville: 825 Commercials Raleigh: 602 Commercials Columbia: 633 Commercials	\$5,615.15	294,024
Dick Broadcasting	Broadcast	March 8-11, 2022 Radio spots for Rewind 107.9 and 100.1	\$1,999.74	
HHI CVB & Airport	Digital	Co-opt direct flight marketing with Savannah/ Hilton Head International Airport, Hilton Head Island Chamber and CVB.	\$5,000.00	7,010,691
Local Life	Print/Digital	February + March 2022 This year's media buy with Local Life included a print/digital issue ad, eBlast and digital display ad.	\$2,154.00	109,452
Southern Living	Print	December 2021 - Holidays edition - 1/6 page Travel Directory Ad to South Atlantic - Georgia, Florida, Carolinas	\$3,774.00	3,800,000
The State (Columbia) /Charlotte Observer/Island Packet	Print/Digital	Email Blasts: A. Geography-Greenville, Spartanburg and Anderson, South Carolina and-Asheville, North Carolina designated market area. Total of 64,236 email records. Investment: \$1,284.72 B. Geography-Augusta, Georgia, Aiken, South Carolina and Charlotte, North Carolina designated market areas. Total of 108,676 email records. Investment: \$2,173.52 C. Geography-Columbia designated market area Total of 67,556 email records. Investment: \$1,351.12 D. Geography-Jacksonville, Florida DMA to include Amelia Island, St. Augustine, Vilano Beach, Ponte Vedra Beach, Vilano Beach and the North Florida and Georgia Line. 82,123 email records. Investment: \$1,642.46 E. Geography- Columbus, Ohio designated market area. Total of 56,563 email blast records. Investment: \$1,131.26 F. 286,197 high impact billboard & standard banners ad on our owned and operated website, charlotteobserver.com. Total investment: \$3,434.36 G. 286,197 high impact billboard & standard banners ad on our owned and operated website, thestate.com. Total investment: \$3,434.36 H. Running 140,000 programmatic display digital banners to Women, ages 30-65 years of age with a household income of 75,000 and above who are interested in Home Decor, Food, Wine and Travel. Programmatic display represents the content these Women are searching for and articles they are reading to also include keywords related to Food, Wine and Travel. Programmatic display also includes site re-targeting where we re-target folks digitally after they visit your website. Geographic: Columbia designated market area. Investment-\$1,400 I. 225,000 responsive billboards to run, run-of-site, on our owned and operated website, www.thestate.com Responsive Billboards are high-impact that will serve fully expanding, pushing content down. As the user scrolls down to view the site, the ad dissolves. It will fade in once again as the user scrolls up. Serves on all devices to include desktop, tablet and phone and all pages to include homepage, section front and story level. Geographic: Columbia designated market area. Investment-\$3,150 J. Front Page Strip Ads (3 of them) to appear on the front of The State Newspaper. Run Dates- Any (3) days of your choice in January as long as the dates you would like to run are open. Geographic: Columbia designated market area. Total Investment-\$1,590 K. Front Page Strip Ads (3 of them) to appear on the front of The Hilton Head Island Packet. Run Dates- Any (3) days of your choice in January as long as the dates you would like to run are open. Geographic: Hilton Head/Beaufort designated market area. Total investment-\$1,140 L. Digital Ad Retargeting for HHIWFF -Programmatic display which would include keyword search, contextual and site retargeting. Specifically we would target 600,000 impressions to Women and Men ages 30-65 years of age with a household income of 75,000 and above who are interested in Home Decor, Food, Wine and Travel. Geography-Capturing a 250 mile radius surrounding Hilton Head Island, to include Charlotte, Columbia, Atlanta, Augusta and Savannah. Total investment-\$6,000 M. 60,000 digital banners to run on www.islandpacket.com . Total Investment \$600 N. 60,000 digital banners to run on www.charlotteobserver.com. Total investment-\$600	\$28,931.80	1,955,868
Total			\$51,824.69	13,606,035
10% Management Fee		Management fee for negotiating and placing ads for the Hilton Head Wine and Food Festival. All creative services are billed separately.	\$5,182.47	
Grand Total			\$57,007.16	

PREPARED BY



HILTON HEAD ISLAND

WINE & FOOD

FESTIVAL

PRESENTED BY **Publix**[®]

2022

MARKETING RESULTS

Atlanta Magazine

This year's media buy with Atlanta Magazine included the following:

- January eBlast
 - Impressions: 10,669
 - Clicks: 88
 - CTR: 4.6%
- February eBlast
 - Impressions: 10,574
 - Clicks: 255
 - CTR: 11.5%
- February Display Ads
 - Impressions: 49,965
 - Clicks: 91
 - CTR: 0.18%

Advertising Numbers:

Value of Paid Advertising: \$3,000

Total Impressions Number: 71,208



travel. toast. taste.

CHEERS TO THE LOVELIEST TIME OF THE YEAR IN THE LOWCOUNTRY!
The Hilton Head Island Wine and Food Festival makes its return March 20-26, 2022, bringing with it beautiful weather, delicious sips and tasty bites from the region's culinary leaders.



SELECT EVENTS



Craft Beers at the Beach

MARCH 20, 2022 | 1:00-4:00 P.M.
The Westin Hilton Head Island Resort & Spa
2 Grasslawn Avenue, Hilton Head Island, SC 29928

Join us for this inaugural event on the exclusive Ocean Front Deck at The Westin Hilton Head Island Resort and Spa with sweeping beach views of the Atlantic Ocean. Enjoy the afternoon sipping your way through over 50 offerings from multiple local craft breweries to find your new favorite beer to kick off the spring season on the Island. To round out the afternoon, enjoy live entertainment and a selection of BBQ and other favorites available for purchase provided by the Westin's culinary team. This is sure to be one of our most popular events in the coming years, so grab your tickets today before they sell out!



Sip & Stroll

MARCH 23, 2022 | 4:00-7:00 P.M.
Shops at Sea Pines Center
149 Lighthouse Road, Hilton Head, SC 29928

The onset of Spring is the perfect time to stroll the Shops at Sea Pines Center with a glass in hand and friend by your side. A pop-up art market will supplement the collection of shops with curated works of artists and artisans, and restaurants will have doors open to welcome you to stay for a bite post-shopping, all accompanied by live entertainment from local musicians. One of the most popular events of the week, our Sip & Stroll will sell-out quickly, so reserve your tickets now!



Public Tasting

MARCH 26, 2022 | 12:00 - 3:00 P.M.
Celebration Park
94 Pope Avenue, Hilton Head Island, SC 29928

Come ready to sip and sample to the Festival's largest event, celebrating our 37th anniversary at Celebration Park! The Public Tasting features more than 250 world class wines sourced from across the globe, and chefs in action at the Syco Outdoor Gourmet Challenge. Don't miss our local Craft Beer Garden, for an even larger variety of sips! Before you leave be sure to place your bids on award-winning bottles at the silent auction with proceeds to benefit the John F. & Valerie Currie Scholarship Fund.

BUY TICKETS

HiltonHeadWineAndFood.com



Atlanta Jewish Times

Atlanta Jewish Times is a weekly newsletter distributed throughout the Atlanta, GA area.

This year's media buy with Atlanta Jewish Times included the following:

- 1/2 page in the November & January Issues
 - Readership: 150,000 est.
- Custom E-blast in November & January
 - Open Rate: 35%
 - CTR: 18 total clicks, 12 unique
 - Sent: 7,000

Advertising Numbers:

Value of Paid Advertising: \$1,350

Total Impressions Number: 157,000

Travel. Toast. Taste.

HILTON HEAD ISLAND

WINE & FOOD

FESTIVAL

PRESENTED BY **Publix**

MARCH 21-27, 2022

START PLANNING



Cox/Spectrum

Spectrum REACH

Spectrum Reach, the advertising sales and production services offered by Charter Communications, Inc., provides custom solutions for the modern media landscape.

This year's media buy with Spectrum ran February 14 - 27 and included the following markets:

- Asheville, NC: 825 spots
- Raleigh, NC: 602 spots
- Columbia, SC: 633 spots

TV Spots Ran: 2,060

Viewership/Impressions: 294,024

Total Value of Advertising: \$5,375.52



Dick Broadcasting

This year's media buy with Dick Broadcasting ran March 8 - 11 and included the following:

- Rewind 107.9 - 24 spots
- g100.1 - 30 spots

Radio Spots Ran: 54

Total Value of Advertising: \$1,999.74



**SAVANNAH'S
CLASSIC HITS**



Hilton Head CVB

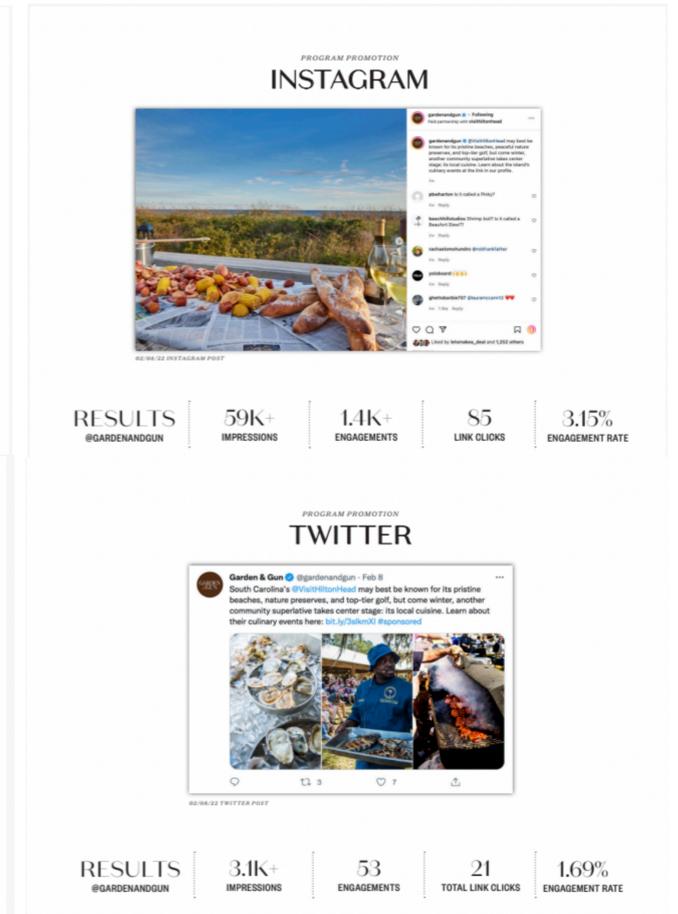
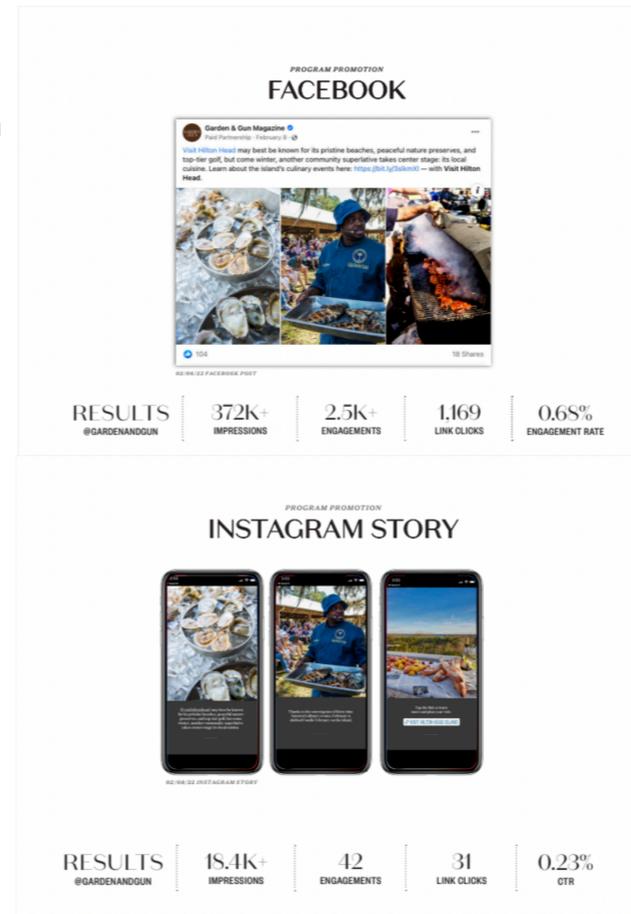
The Hilton Head Island Wine + Food Festival ran from March 21 - 26, 2022. The Hilton Head Island Visitor and Convention Bureau supported the event with a landing page, paid initiatives, and organize social promotion and coverage for the event and sweepstakes.

Performance:

- Landing page: 21,619 sessions
- Sweepstakes: 1,558 submissions
- Organic Social:
 - Impressions: 113,568
 - Engagements: 4,820
 - Engagement Rate: 4.1%
 - Link Clicks: 1,631
- Paid Social:
 - Impressions: 2,570,285
 - Reach: 749,974
 - Clicks: 17,690
 - CTR: 0.69%
- Display:
 - Impressions: 2,866,198
 - Clicks: 6,378
 - CTR: 0.22%

Total Overall Impressions: 5,573,228

Total Paid: \$5,000



Hilton Head CVB

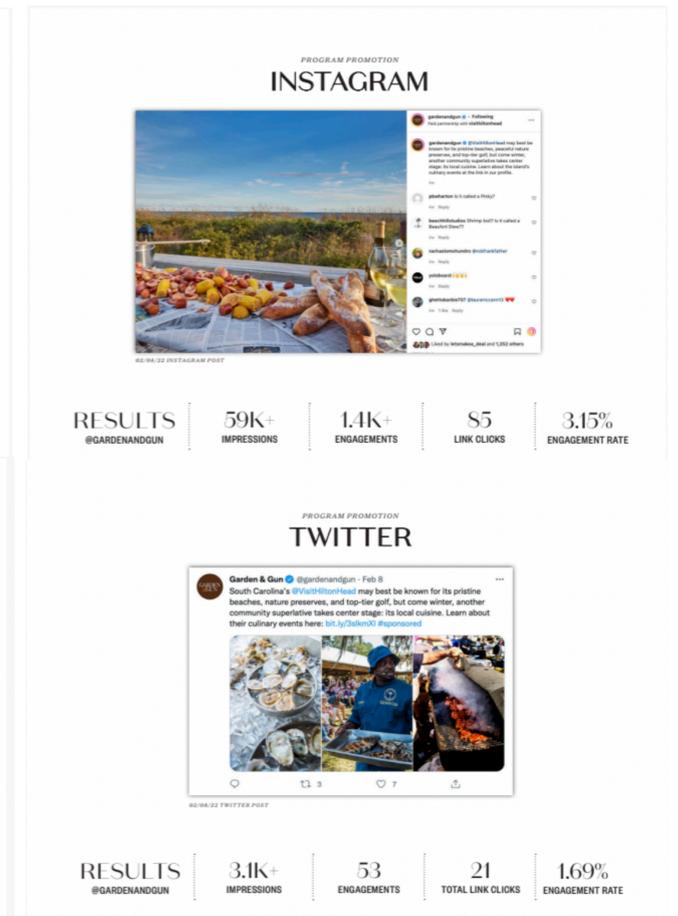
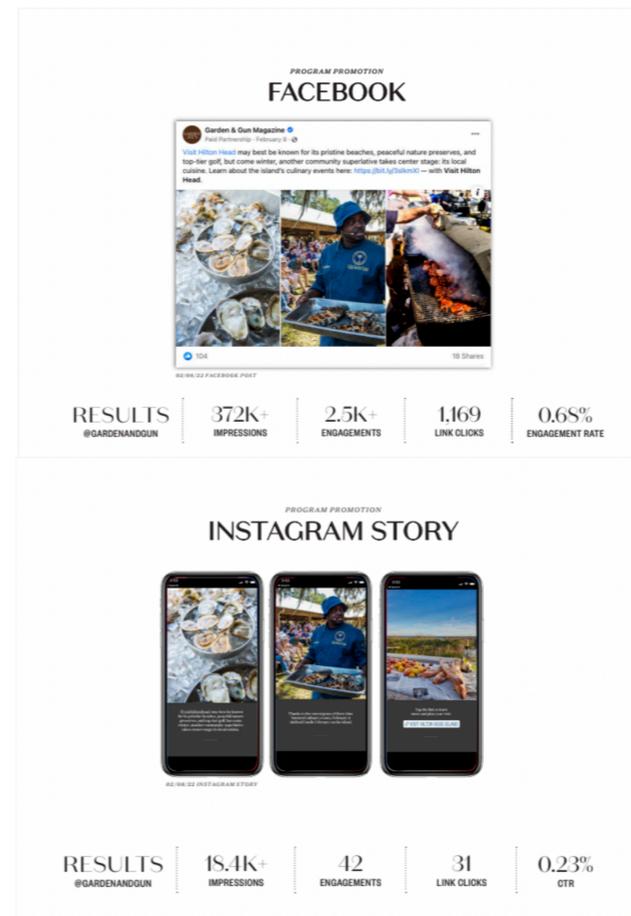
Garden & Gun Media Partnership

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.

- Campaign Run Dates: January 18 - February 28, 2022
- Social media campaign on Garden & Gun Facebook, Instagram and Twitter platforms
- GardenandGun.com run of site banner ads

Performance:

- Total Reach: 1.4M+
- Engagements: 4K
- Link clicks: 1.8K



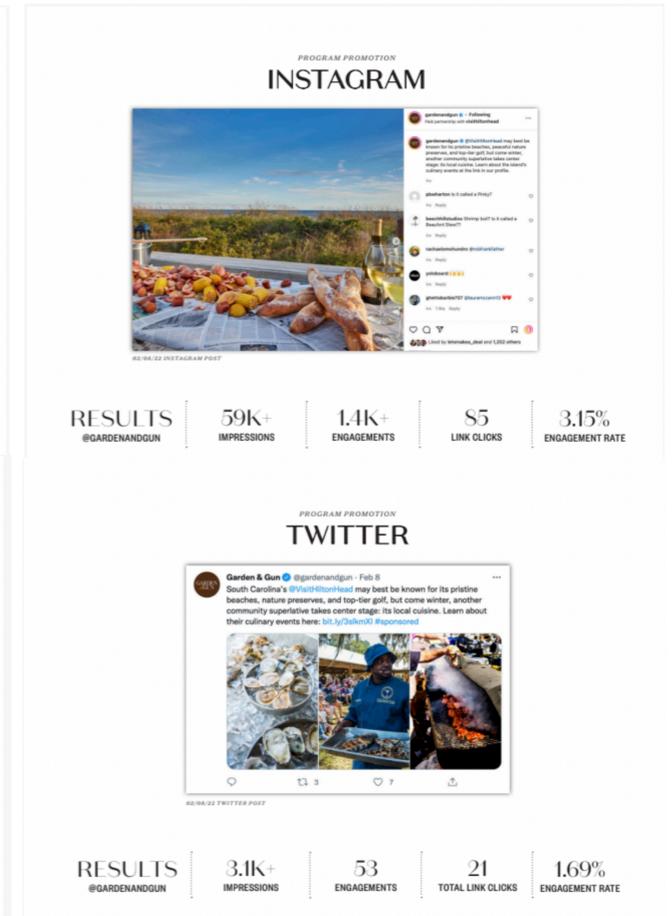
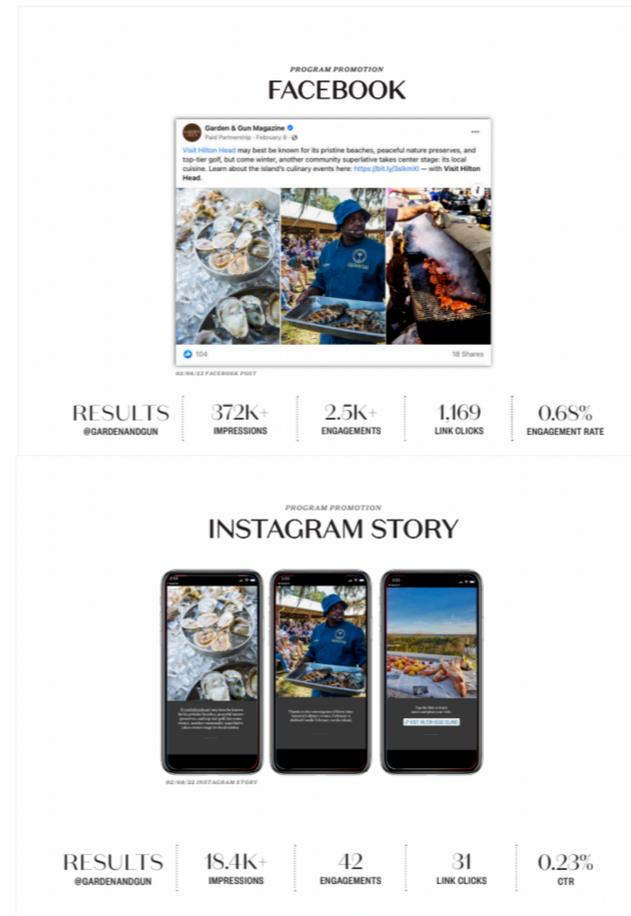
Hilton Head CVB

Hilton Head Island-Bluffton Chamber of Commerce

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

Performance:

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



*Travel.
Toast.
Taste.*

HILTON HEAD ISLAND
WINE & FOOD
FESTIVAL
PRESENTED BY **Publix**

MARCH 20-26
2022

HILTONHEADWINEANDFOOD.COM

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nings



Page Island Oyster Roast

Enjoy an afternoon outside while supporting The Outside Foundation from 1-5 p.m. on Sunday, February 27, on Daufuskie. This all-inclusive event features a roundtrip boat cruise around the Vagabond from Harbour Town Yacht basin to the pristine, natural Page Island in the Lowcountry backwaters. Only a limited number of spots are available. OutsideFoundation.org



Maison Beaufort: Antiques, Home & Garden

Maison Beaufort is a four-day event March 3-6 at Tabby Place in downtown Beaufort, featuring a curated mix of exhibitors with a selection of antiques and art, vintage and one-of-a-kinds, lighting and furniture, linens and garden accents. The preview party (\$30) is 4:00-7 p.m. March 3 and includes wine, food and a first chance to buy. General admission is 10 a.m.-6 p.m., March 4-6. For tickets visit MaisonBeaufort.org.



SAVE THE DATE Craft Beers at the Beach

Join this inaugural event on the exclusive Ocean Front Deck at The Westin Hilton Head Island Resort and Spa with sweeping beach views of the Atlantic Ocean. The event is 1-4 p.m. on March 20 and is presented by the Hilton Head Wine & Food Festival. Enjoy the afternoon sipping your way through over 50 offerings from multiple local craft breweries to find your new favorite beer. Visit HiltonHeadWineandFood.com for tickets.



Children's Relief Fund Dinner

An Evening of Love, an elegant wine pairing dinner, will celebrate Valentine's Day and the Children's Relief Fund on Saturday, February 12, at Venue 1223 on May River Road in Bluffton. The evening will include dining, wine pairings and a limited live auction. Reservations for the Wine Dinner are \$250 per person and can be made online at thechildrensrelieffund.org.

Celebrate

40 Years of the Hilton Head Symphony Orchestra
10 Years of John Morris Russell as Music Director during our 2021-2022 Season!

When planning your next visit to Hilton Head Island and the Lowcountry, include an HHSO concert on your itinerary.

ORCHESTRA SERIES, CONCERT 6

JMR'S GREATEST HITS

SUNDAY, FEBRUARY 6, 2022 • 4:00 PM
MONDAY, FEBRUARY 7, 2022 • 7:30 PM

John Morris Russell, Conductor
Michael Preacely, Baritone

To celebrate his Tenth Anniversary, JMR has put together a program of orchestral showpieces immortalized in HHSO performances and acclaimed recordings with The Cincinnati Pops Orchestra, including works by Johann Strauss, Jr., John Williams, Richard Rodgers, and Peter Boyer. Baritone Michael Preacely makes his triumphant return in selections from Barber of Seville, Elijah and Carouse!, and Lowcountry saxophone sensation Greg Whittaker joins the HHSO for some perennial crowd-pleasers.

ORCHESTRA SERIES, CONCERT 7

BRAHMS' THIRD AND TESSA LARK

SUNDAY, FEBRUARY 20, 2022 • 4:00 PM
MONDAY, FEBRUARY 21, 2022 • 7:30 PM

John Morris Russell, Conductor
Tessa Lark, Violin

Wolfgang A. Mozart Overture from Marriage of Figaro, K.492
Antonin Dvořák Violin Concerto, Op. 53, B.96, A minor
Johannes Brahms Symphony No. 3, Op. 90, F major

See details and order Orchestra Series tickets at hhs.org or call (843) 842-2055
COVID vaccination proof required for all attendees.

FEBRUARY 2022 • LocalLifeSC.com 155

Kilwins is your Easter Headquarters!

Kilwins

Kilwins Shelter Cove Town Center
28 Shelter Cove Lane unit 112-B
Hilton Head Island
843-785-2727

local happenings

The 2022 Quilt Festival

The 2022 Quilt Festival from March 25-27 at Hilton Head Beach and Tennis Resort is the Palmetto Quilt Guild's 16th biennial quilt show featuring a display of over 150 member-made quilts. Visitors can find an array of shopping opportunities with fourteen show vendors, as well as the Guild's Boutique, Vintage Marketplace and Basket Raffle areas. The Palmetto Quilt Guild was formed in 1991 with a mission to promote and preserve the art of quilting and has over 125 members from Hilton Head Island, Bluffton, Beaufort, Savannah and the Lowcountry. Every year its community service program donates hundreds of handmade quilts to local charities. Check out the Palmetto Quilt Guild and find more information about the festival at palmettoquiltguild.org.

Hilton Head Wine and Food Festival

Hilton Head Island's wine and food enthusiasts greet the island's popular spring season every March with a week-long celebration to embrace the fruits of global wine partnerships, signature Lowcountry cuisine, grassroots cultural happenings and the authentic fabric of a unique community. What unfolds is an inspiring series of events that draw guests to Hilton Head Island from not only across the country, but even from far corners of the globe. The Hilton Head Wine and Food Festival is celebrating its 36th anniversary March 17-27. Experience this year's schedule of events, including spectacular celebrity-chef showcases, intriguing wine-education sessions, live entertainment and the Grand and Public Tasting events. For more information, visit hiltonheadwineandfood.com.

2022 EVENTS

- March 17: Uncorked
- March 20: Craft Beers at the Beach
- March 23: Sip & Stroll
- March 24: Stay Gold: A Lowcountry Wine, Food and Music Experience
- March 25: Grand Tasting
- March 26: Public Tasting

Savannah Music Festival

Don't miss the world-class artists being showcased at the 2022 Savannah Music Festival from March 24 through April 9. "This season's lineup reinforces the Savannah Music Festival's long-standing tradition of presenting unique artistic collaborations, rare regional appearances and special projects designed to encourage exploration and bring joy to audiences and artists," said SMF Artistic Director Ryan McMaken. "We welcome music lovers from Savannah and all over the world to experience the annual confluence of emerging artists and masters, all within the city's alluring and walkable Historic District, in March and April." The 2022 festival will feature debuts including Dee Dee Bridgewater + the Memphis Soulphong, Watchhouse (formerly Mandolin Orange), Benjamin Grosvenor + Olga Kern and Les Filles de Illighhadad, plus special projects including Voices of Mississippi and Philip Dukes + Friends Chamber Music Series. For more information, visit savannahmusicfestival.org.

Local Life

A publication celebrating the stories, culture, and people that make Hilton Head & Bluffton unique. LIVE LIKE A LOCAL

This year's media buy with Local Life included a print/digital issue ad, eBlast and digital display ad.

Advertising Numbers:

Impressions

Print: 85,000 for the paid ad
Digital Issue pop up ad: 2,580
E-blast: 3,870

Newsletter

The Dish - February 24, 2022
Sent: 9,002
Open Rate: 48.5%
Click Rate: 4.2%

The Dish - March 10, 2022
Sent: 9,000
Open Rate: 49%
Click Rate: 4.1%

Value of Paid Advertising: \$2,154





TRAVEL PLANNER

START PLANNING TODAY:
SLTRAVELPLANNER.COM

SOUTH CAROLINA



SL SOCIAL MEDIA



SL VACATIONS

SouthernLivingVacations.com



Gateway to Great Getaways

SouthernLivingVacations.com

Southern Living

OUR DOOR'S ALWAYS OPEN.

Enjoy the best of *Southern Living* on your time. From recipes to decorating, fashion to travel, our social media channels are celebrating the South 24/7.

FOLLOW US ON:



Southern Living

Southern Living

Southern Living is a lifestyle magazine curated for readers in the Southern United States featuring recipes, house plans, garden plans and information about Southern culture and travel.

This year's media buy with Southern Living included the following:

- Travel Directory Ad in the December 2021 Issue
- South Atlantic & Mid-Atlantic: GA, SC, FL, NC, VA, MD, DE, DC, PA, NJ, NY
- Bonus: Free January online Reader Service listing with descriptive, image and link to the festival website reaching 2.8MM+ distribution
- Received 1,401 leads from reader service

Print Advertising Numbers:

Value of Paid Advertising: \$3,774

Total Circulation: 3,800,000



McClatchy Print Ads

The State & Island Packet

Front page strip ads were placed in The State (Columbia) and the Island Packet (Hilton Head Island).

- The State (Columbia)
 - February 6
 - February 20
 - March 6
 - Total readership: 80,400
- Island Packet (Hilton Head Island)
 - February 20
 - March 6
 - March 13
 - Total readership: 39,000

Total Readership: 119,400



McClatchy Email Blasts

The State, Charlotte Observer & Island Packet

E-mail blasts and digital high impact ads were served through McClatchy sites such as the Charlotte Observer, The State (Columbia) and Island Packet (Hilton Head).

E-mail blasts targeted women 25-70, who like to travel, food & wine, has a high income and are highly educated living in the following areas:

- Greenville, Spartanburg/Anderson, Asheville
 - List Size: 64,236
 - Views: 12,039 (18.74%)
 - Clicks: 1,040 (1.62%)
- Augusta/Aiken, Charlotte
 - List Size: 108,676
 - Views: 20,727 (19.07%)
 - Clicks: 1,829 (1.68%)
- Columbia, SC
 - List Size: 67,556
 - Views: 12,127 (17.95%)
 - Clicks: 1,221 (1.81%)
- Jacksonville DMA (GA/FL line)
 - List Size: 82,123
 - Views: 16,432 (20.01%)
 - Clicks: 1,329 (1.62%)
- Columbus, OH
 - List Size: 56,563
 - Views: 9,273 (16.39%)
 - Clicks: 1,088 (1.92%)



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MARCH 26, 2022 | 12:00 - 3:00 P.M.

Celebration Park
94 Pope Avenue, Hilton Head Island, SC 29928

Come ready to sip and sample to the Festival's largest event, celebrating our 37th anniversary at Celebration Park! The Public Tasting features more than 250 world-class wines sourced from across the globe, and chefs in action at the Syco Outdoor Gourmet Challenge. Don't miss our local Craft Beer Garden, for an even larger variety of sips! Before you leave be sure to place your bids on award-winning bottles at the silent auction with proceeds to benefit the John F. & Valerie Currie Scholarship Fund.



BUY TICKETS

HiltonHeadWineAndFood.com



McClatchy Digital Advertising

Programmatic Display Details

Total Impressions: 450,595

Clicks: 750

CTR: .17%

McClatchy News Sites Details

- Columbia Standard O&O
 - Impressions: 201,215
 - Clicks: 268
 - CTR: .13%
- Columbia High Impact Display
 - Impressions: 157,787
 - Clicks: 226
 - CTR: .14%
- Charlotte Standard O&O
 - Impressions: 42,173
 - Clicks: 44
 - CTR: .10%
- Charlotte High Impact Display
 - Impressions: 200,679
 - Clicks: 255
 - CTR: .13%
- Hilton Head Standard O&O
 - Impressions: 42,208
 - Clicks: 32
 - CTR: .08%

Total Impressions: 1,576,714

Clicks: 2114

CTR: .14%

Total Value of Paid Advertising: \$28,931.80

Total Impressions: 1,955,868





“Many a small thing has been made large by the right kind of advertising.” - Mark Twain

Melissa Yao Hille

My Agency Savannah

912.373.8998 p

912.398.2882 m

melissa@myagencysavannah.com



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

Web Performance

Campaign Page

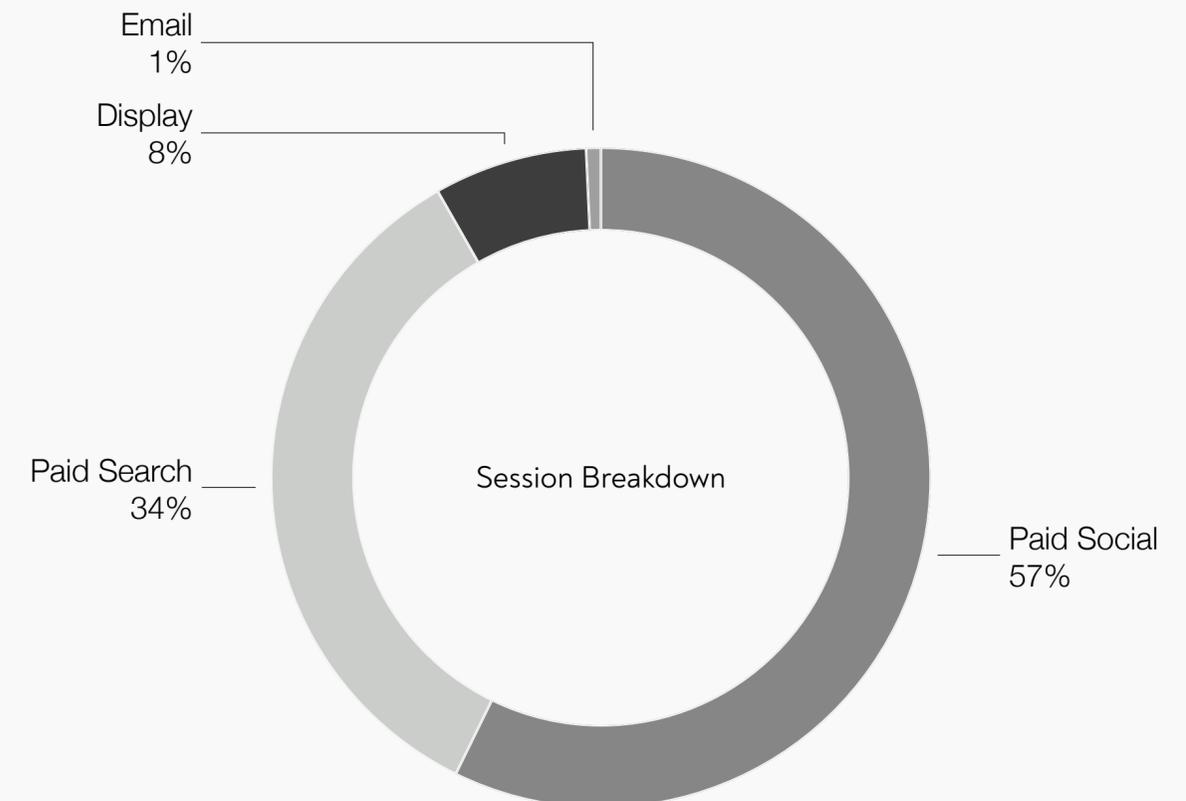
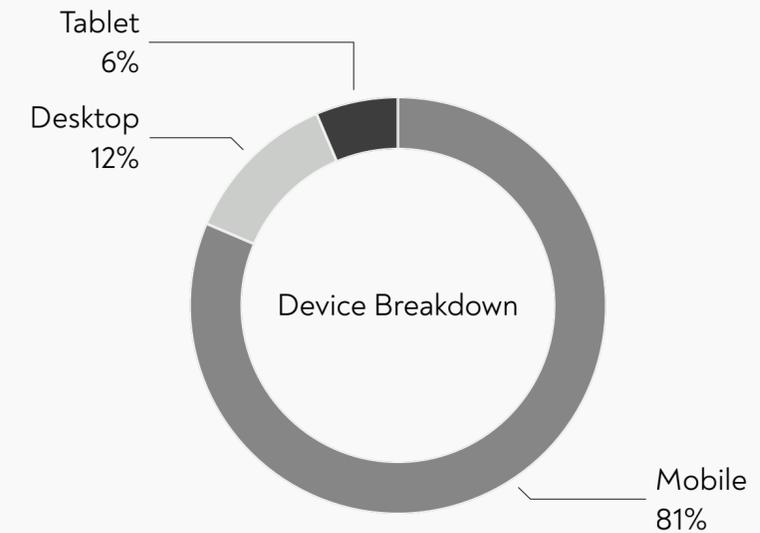
Landing Page (results from January 10-March 27)

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 & Organic Social Performance

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

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
- GardenandGun.com run of site banner ads

Results:

- Total Reach: 1.4M+
- Engagements: 4K
- Link clicks: 1.8K



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

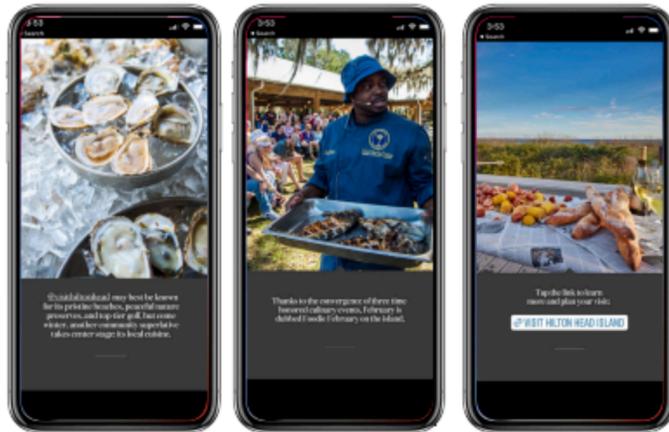
1.4K+
 ENGAGEMENTS

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

Hilton Head Island-Bluffton Chamber of Commerce Insights

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



THANK YOU

HILTON HEAD ISLAND
SOUTH CAROLINA



PRESENTED BY **Publix**.

Hilton Head Island Wine and Food Inc.

Minutes

June 20th, 2022, 5:00 PM

Present – Chris Tassone, James Hill, Drew Laughlin, Sarah Morgret, Ed Brown, Scott Entrup, Rocky Whitehead, Dr. Bob Hohman, Mike Kaup

Absent – none

Others present – Jeff Gerber, Executive Director, Virginia Kavanaugh, Director

Motion to begin meeting – Scott Entrup, Dr. Bob Hohman Seconds - unanimous

Motion to accept the prior minutes – Scott Entrup, Ed Brown second – unanimous

Financials -

- a. Everyone should have received a copy of the May financials
- b. Questions –
- c. Some of the A/R money has been mailed. Jeff will give a verbal update on which funds have been received since May 31st.
- d. SCPRT – We just awarded us \$5,505 for next year. Exact same amount as last year

2. Scholarships –

- a. Last month we agreed to giving \$10,000 to both USCB and TCL.
 - i. We still owed USCB \$4,000 from this year and I just sent the check. Just making sure everyone is aware of that before I send them a check for \$10,000.
 1. Anyone have a problem with that? NO
 - ii. I moved \$11,500 from the operating account to the scholarship fund which brings us to \$20,000 for this year.

3. **TCL Update –**

a. I have been talking with TCL about how we continue to support their students. Here are some suggestions on their part:

- i. **COMPUTER/LAPTOP WORKSTATIONS (2) - \$3,000**
- ii. **REFERENCE MATERIALS COLLECTION: - \$1,330**
 - 1. “ON COOKING” PROGRAM TEXT – 3 BOOKS AND ONE DIGITAL BOOK FOR EACH WORKSTATION
 - 2. “ON BAKING” PROGRAM TEXT – 3 BOOKS AND ONE DIGITAL BOOK FOR EACH WORKSTATION
 - 3.
- iii. **MERCER CULINARY KNIFE KIT LOANER SETS: - \$3,950**
 - 1. (5) Culinary Knife Kits (\$365 each)
 - 2. (3) Baking & Pastry Knife Kits
 - 3. (2) Hospitality Knife Kits
 - 4. These are loaner sets so students have the equipment they need for class until the kits they purchase arrive.
 - 5. We can look at helping with uniforms also
 - 6. Jeff to ask Tahoe Kitchen to sponsor
- iv. **Current Total is \$8280**

4. **Update on Events -**

a. Sip and Stroll -

- 1. We have confirmed being at the Shops at Sea Pines Center again
- 2. The wine shop will not be involved again this year
 - a. Probably just a “bridge too far”

b. Stay Gold -

- 1. Scott has confirmed that USCB could host the event.
 - a. He is working on a proposal
- 2. I had a couple more ideas this past month to consider helping control expenses
 - a. Could we work with TCL and/or USCB and have the students prepare the food?
 - b. Could we incorporate Gullah food into the menu? The ingredients tend to be less expensive and regional.
 - c. I have not talked to the Westin or the Sonesta yet. I wanted to see what Scott can do first so we have a cost basis to compare with what they might be able to do.
 - d.

5. **Volunteers –**
 - a. Appreciation Party – At the Rooftop bar. Tuesday June 28th
 - i. 6:30 – 9PM (Sunset at 8:30 i)

6. **Bylaws –**
 - a. Need to elect officers for the coming fiscal year
 - i. Motion to move terms to 2 years – no opposed, all in favor
 - b. Officers:
 - i. Pres – Scott Entrup motioned by Ed Brown seconded by Chris Tassone, unanimous
 - ii. VP – Mike - Bob Hohman motioned, Ed Brown seconded, unanimous
 - iii. Treasurer – Rocky Whitehead motioned by Ed Brown, seconded as Ed Brown, unanimous
 - iv. Secretary – Sarah Morgret, Scott Entrup motioned, Ed Brown seconded, unanimous

7. **Potential New board Members –**
 - a. Are there areas we want covered with new board members?
 - i. CPA, Hotels, Restaurants, Other?
 - b. Discuss –

8. **Meetings –**
 - a. July 18
 - b. August 15
 - c. Sept. 19
 - d. Oct. 17
 - e. Nov. 7
 - f. Dec. 5

9. **MVC –**
 - a. We increased the price 10% from \$8,000 to \$8,800
 - b. They went from 120 tickets to 60 for Saturday
 - c. They said as of now they want to purchase tickets to the Grand Tasting for 25-30 couples
 - d. They promised to stay in their area from 11 am to noon

10. **Other business –**
11. **Motion:**
 - a. Scott Entrup motioned for the festival to ask for \$130,000 from ATAX, Ed Brown seconded, unanimous.

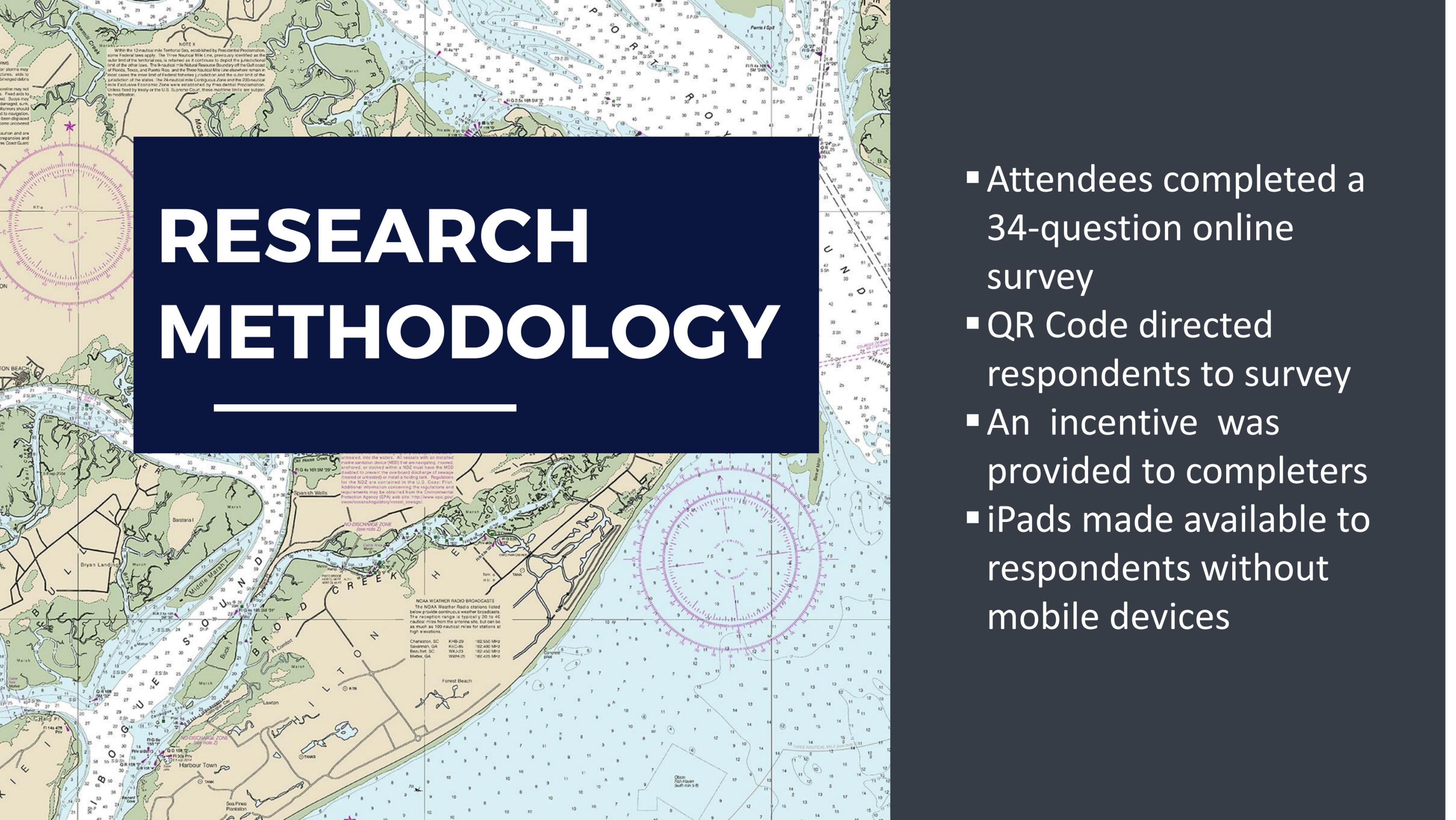
Scott Entrup motioned for the meeting to adjourn, Ed Brown seconded, unanimous

2022

HILTON HEAD WINE AND FOOD FESTIVAL



CENTER FOR EVENT MANAGEMENT
AND HOSPITALITY TRAINING

A detailed nautical chart of a coastal area, likely the Savannah River region. The chart shows various waterways, including Broad Creek, Middle Marsh, and Harbour Town. It features depth soundings, navigational aids like buoys and lights, and various geographical features such as marshes and islands. A prominent dark blue rectangular box is overlaid on the chart, containing the title 'RESEARCH METHODOLOGY' in large white letters. To the right of this box, a list of three bullet points describes the research methodology. The chart also includes a compass rose and a table of NOAA Weather Radio broadcasts.

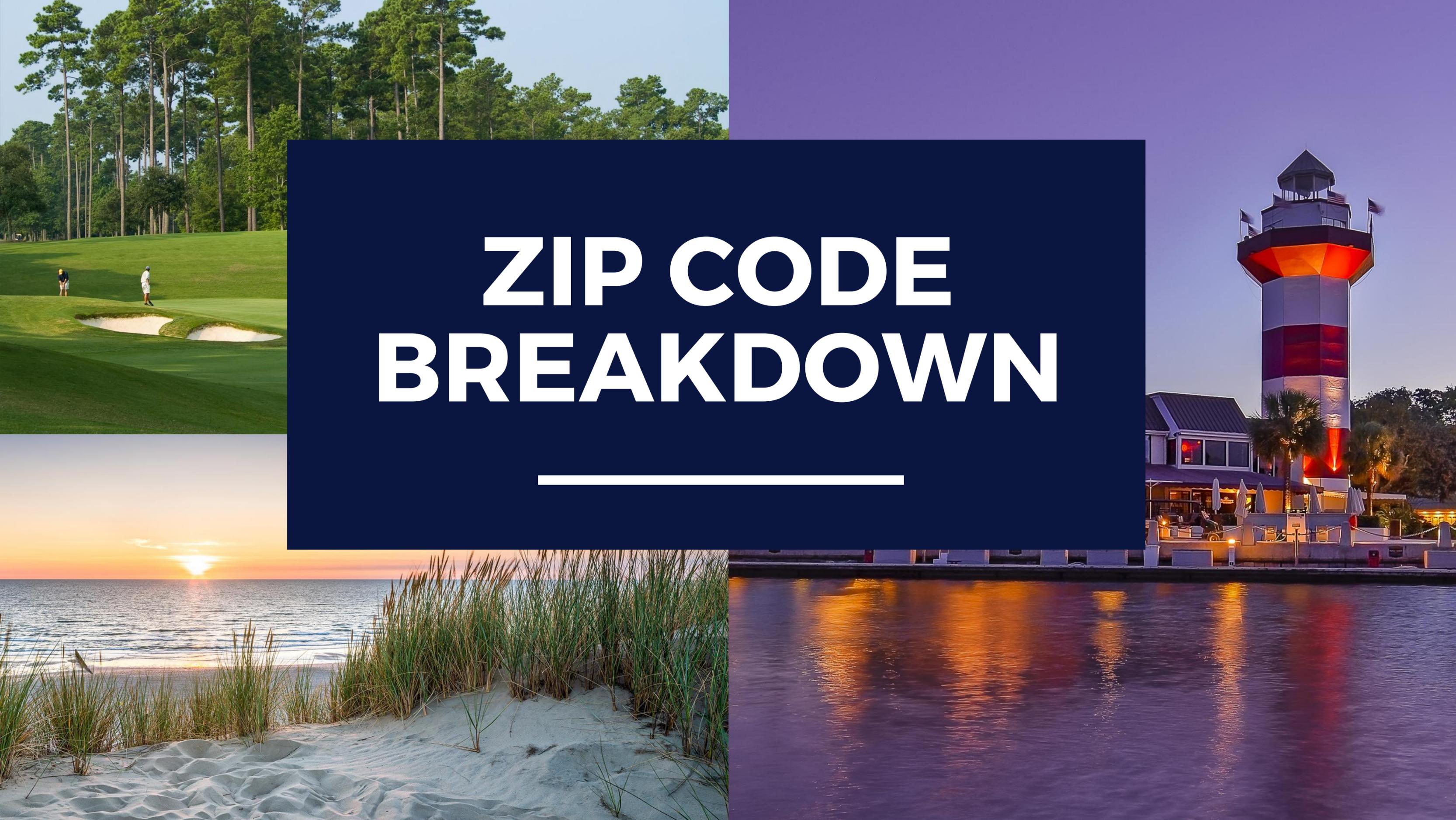
RESEARCH METHODOLOGY

- Attendees completed a 34-question online survey
- QR Code directed respondents to survey
- An incentive was provided to completers
- iPads made available to respondents without mobile devices

RESPONSES



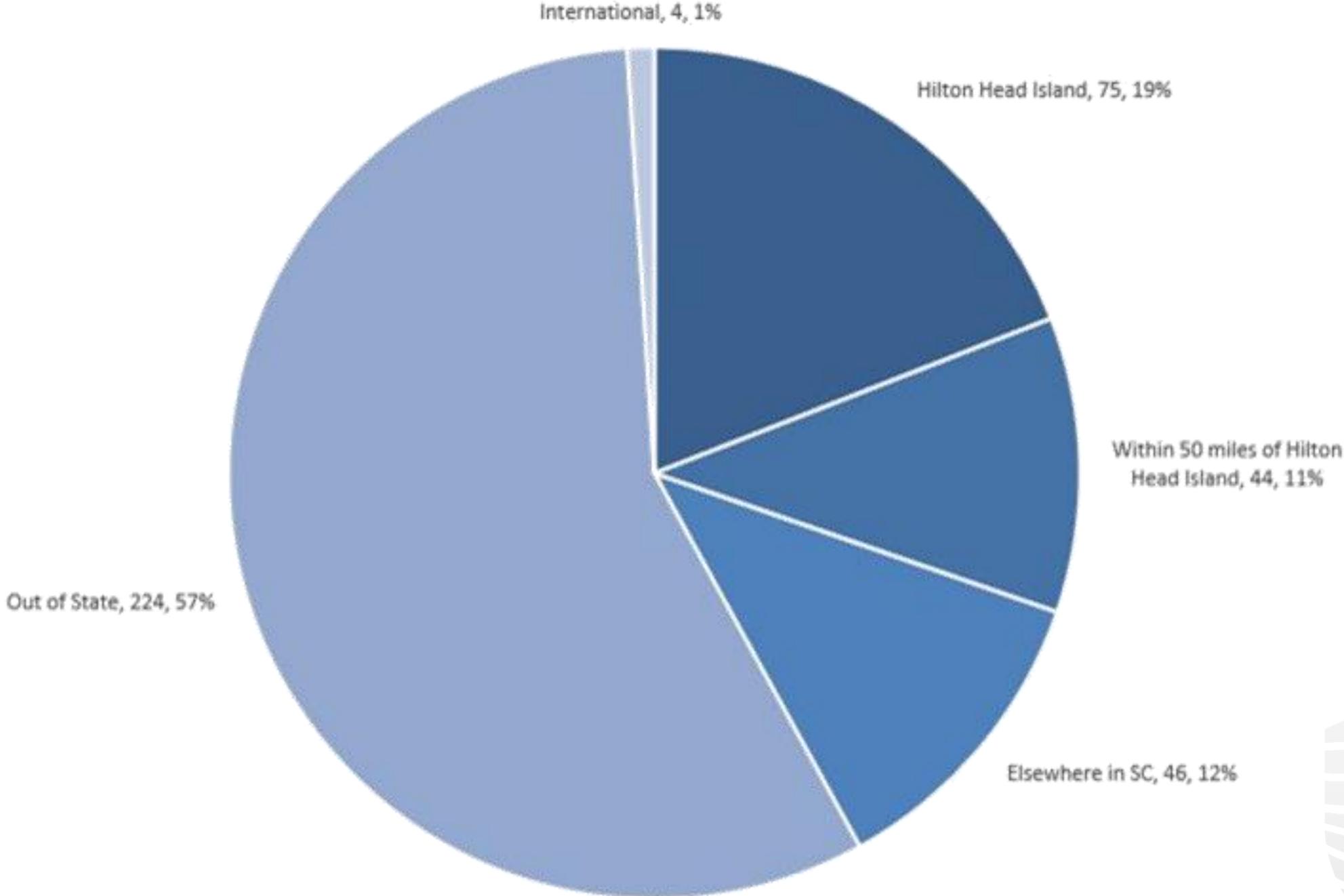
393



ZIP CODE BREAKDOWN

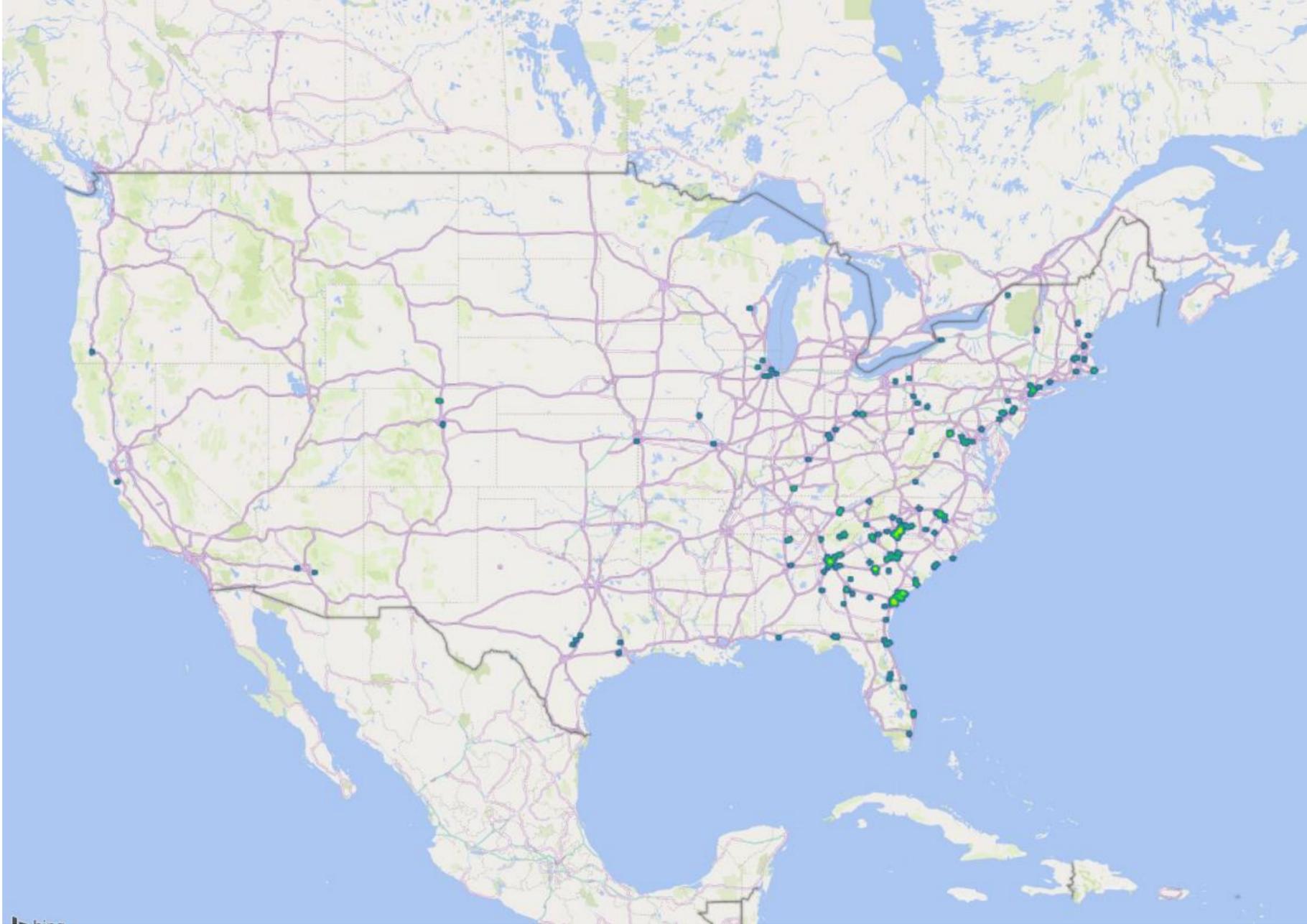
Zip Code Breakdown

Answered: 393 Skipped: 0



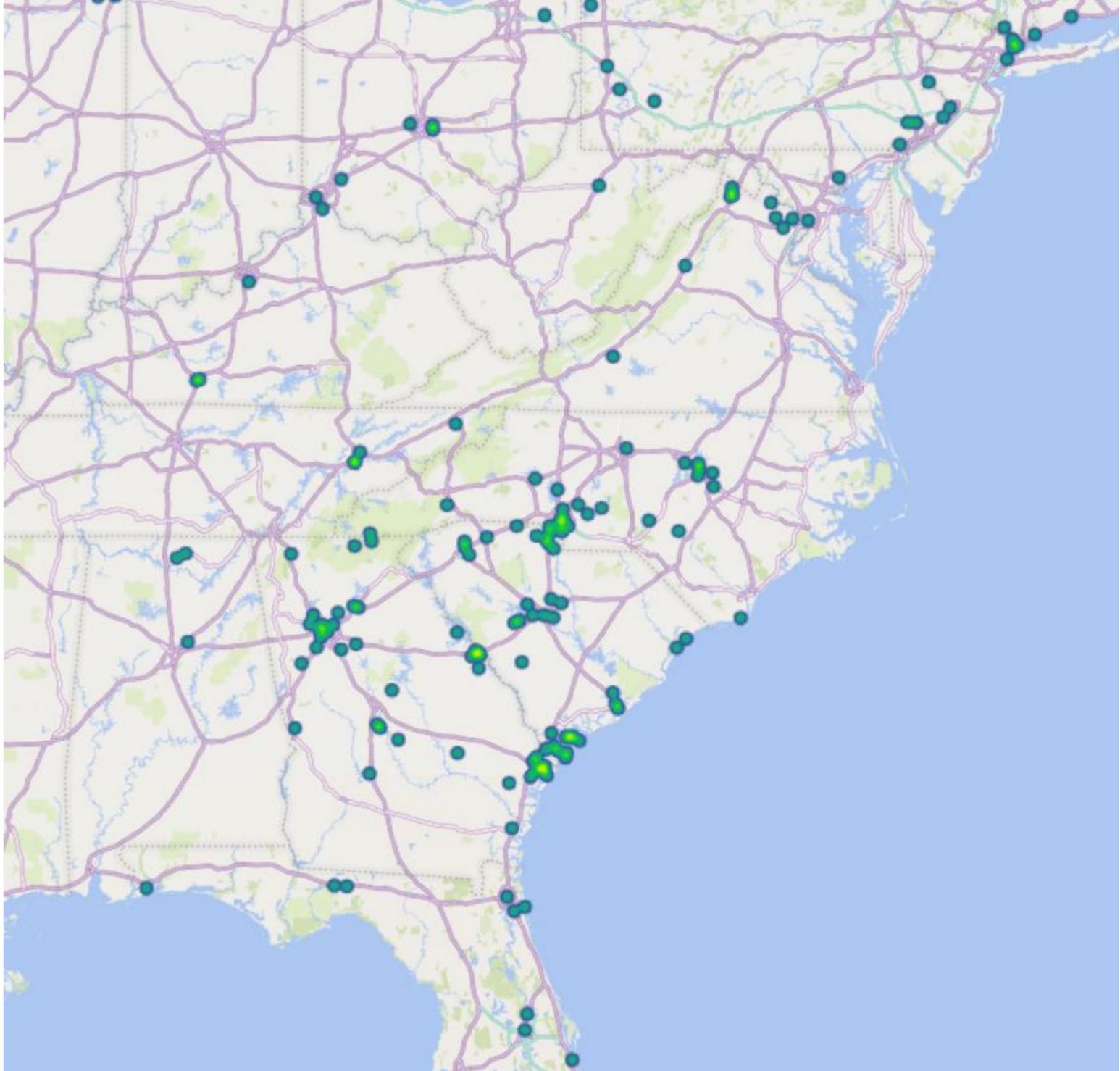
Zip Code Breakdown

Answered: 393 Skipped: 0

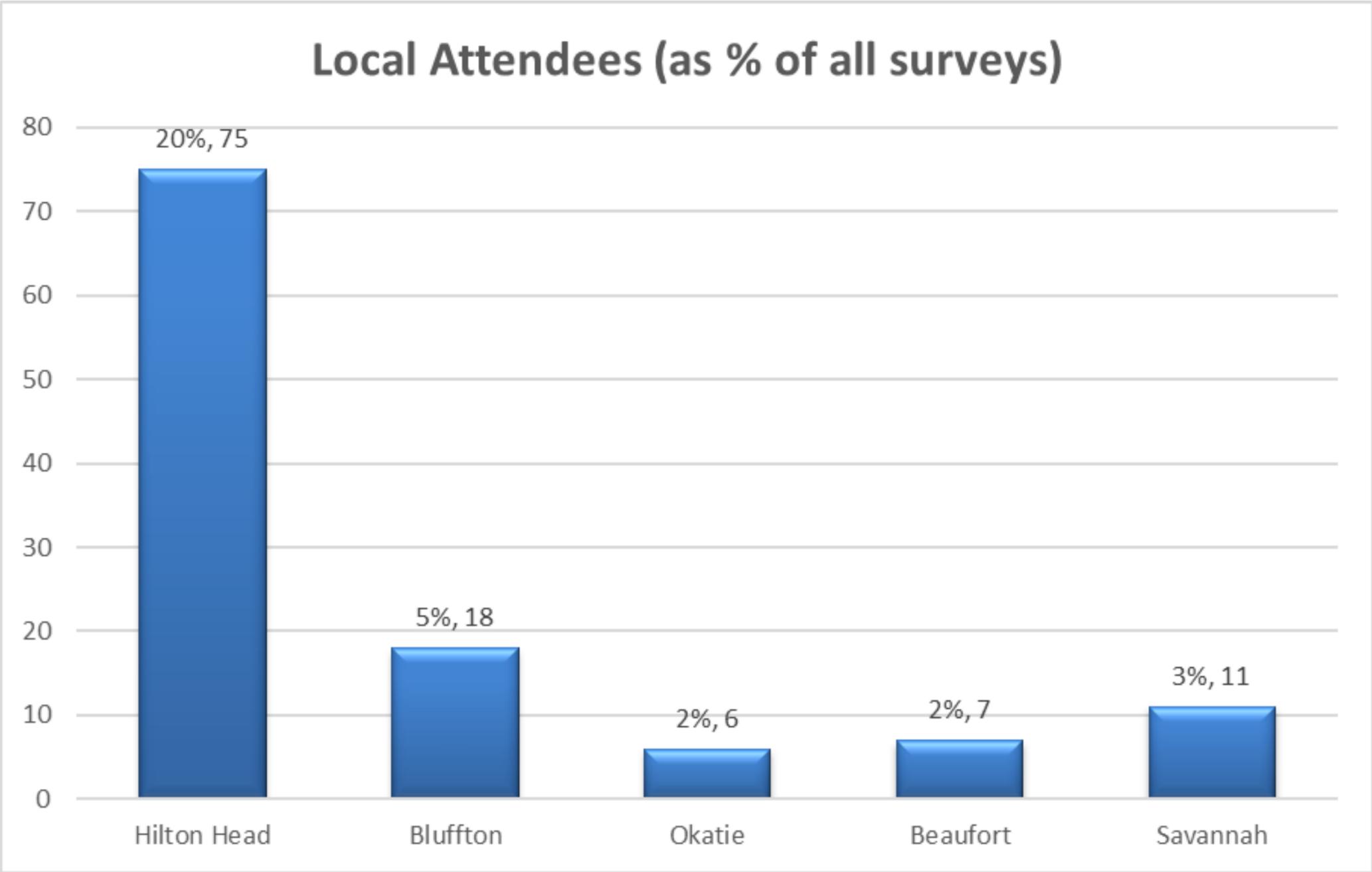


Zip Code Breakdown

Answered: 393 Skipped: 0

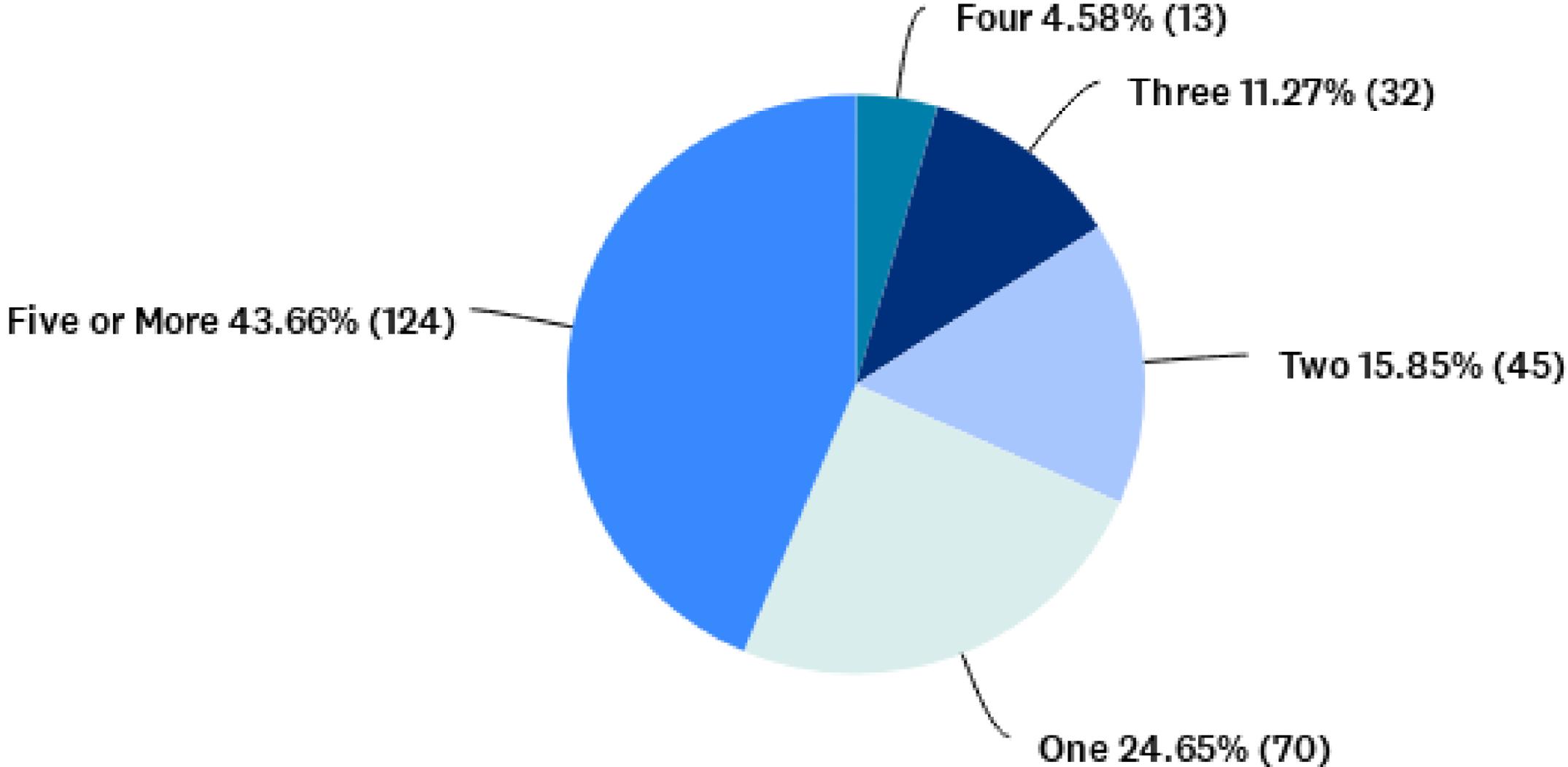


Zip Code Breakdown



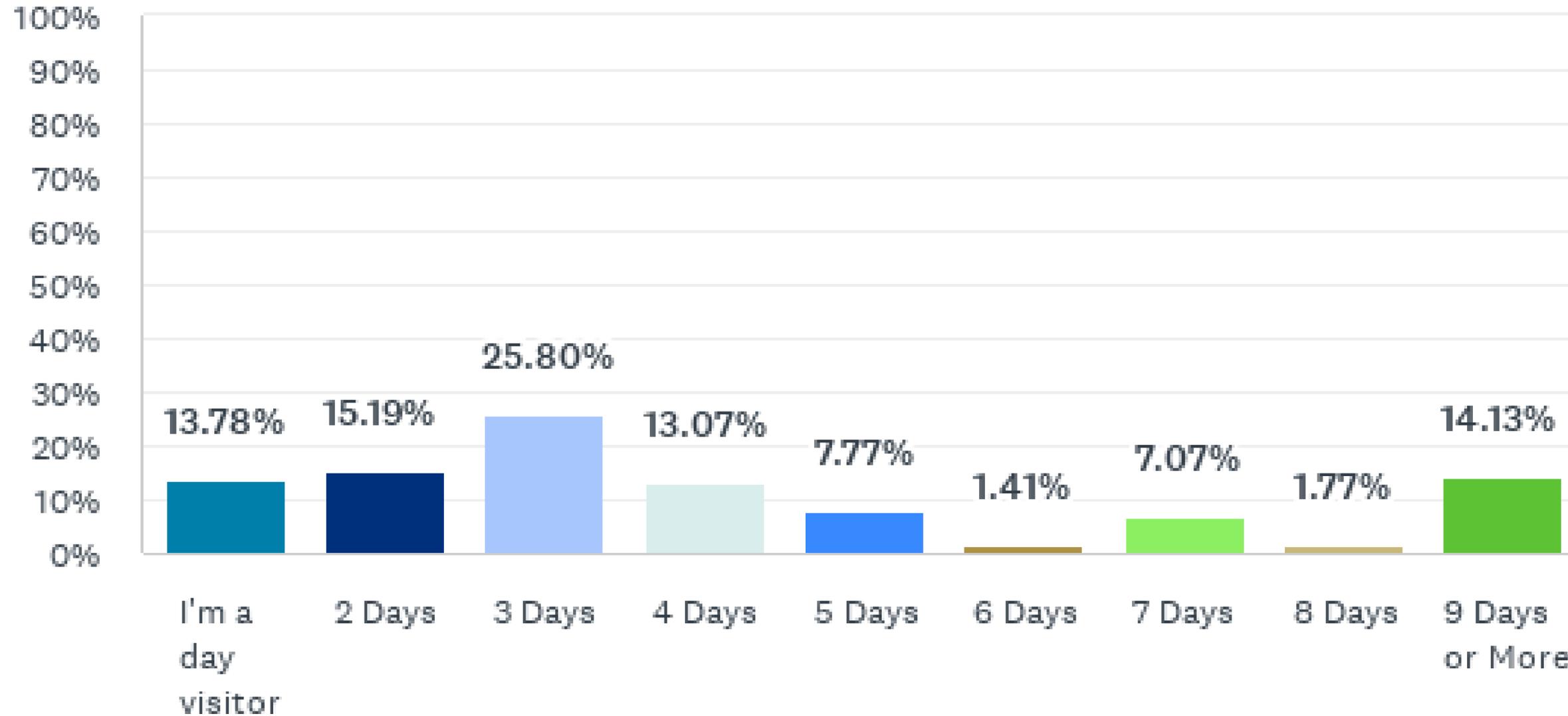
Including this visit, HOW MANY trips have you taken to Hilton Head Island?

- Answered: 284 Skipped: 109



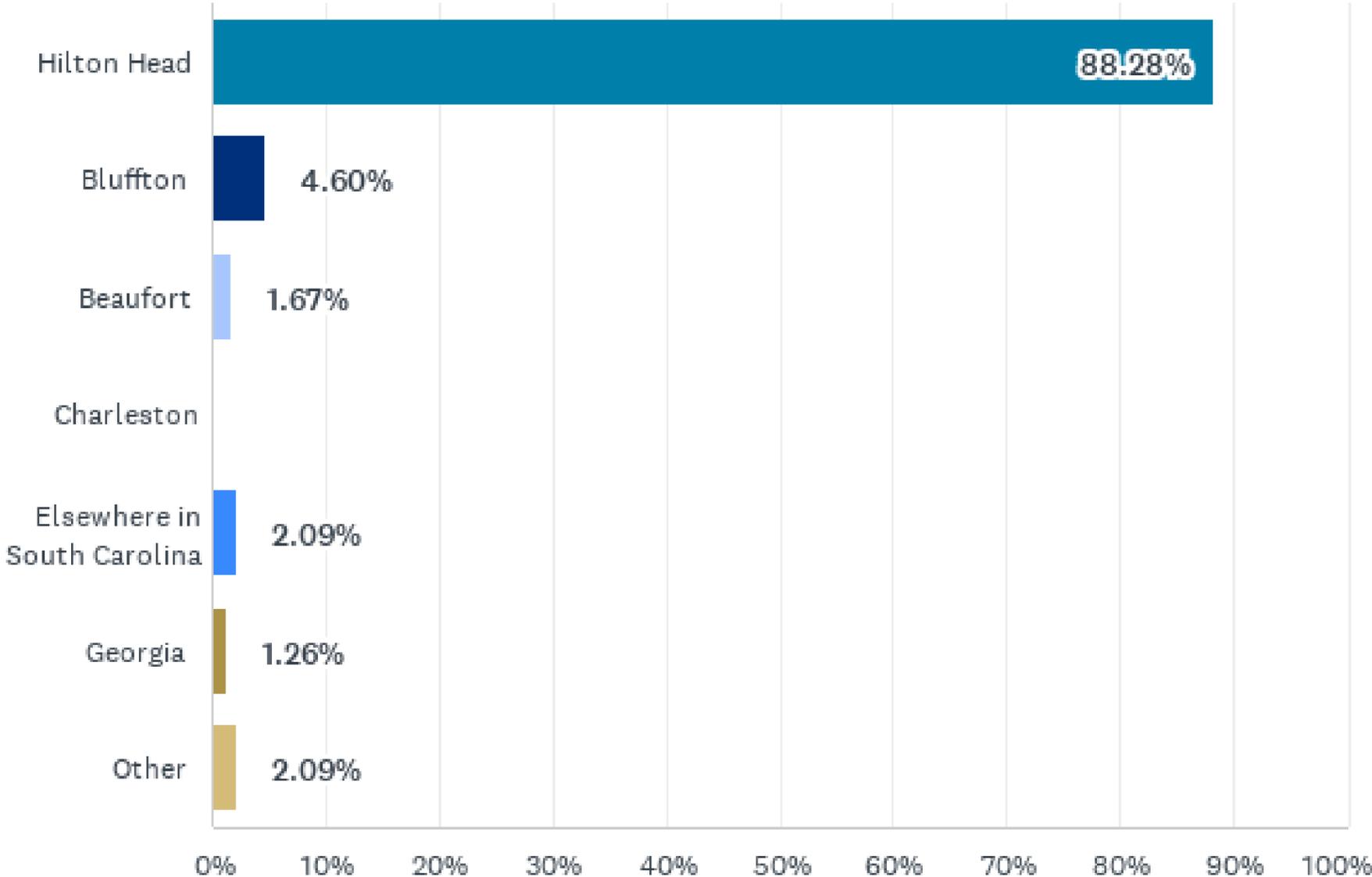
How many days to you intend to stay in Hilton Head?

- Answered: 283 Skipped: 110



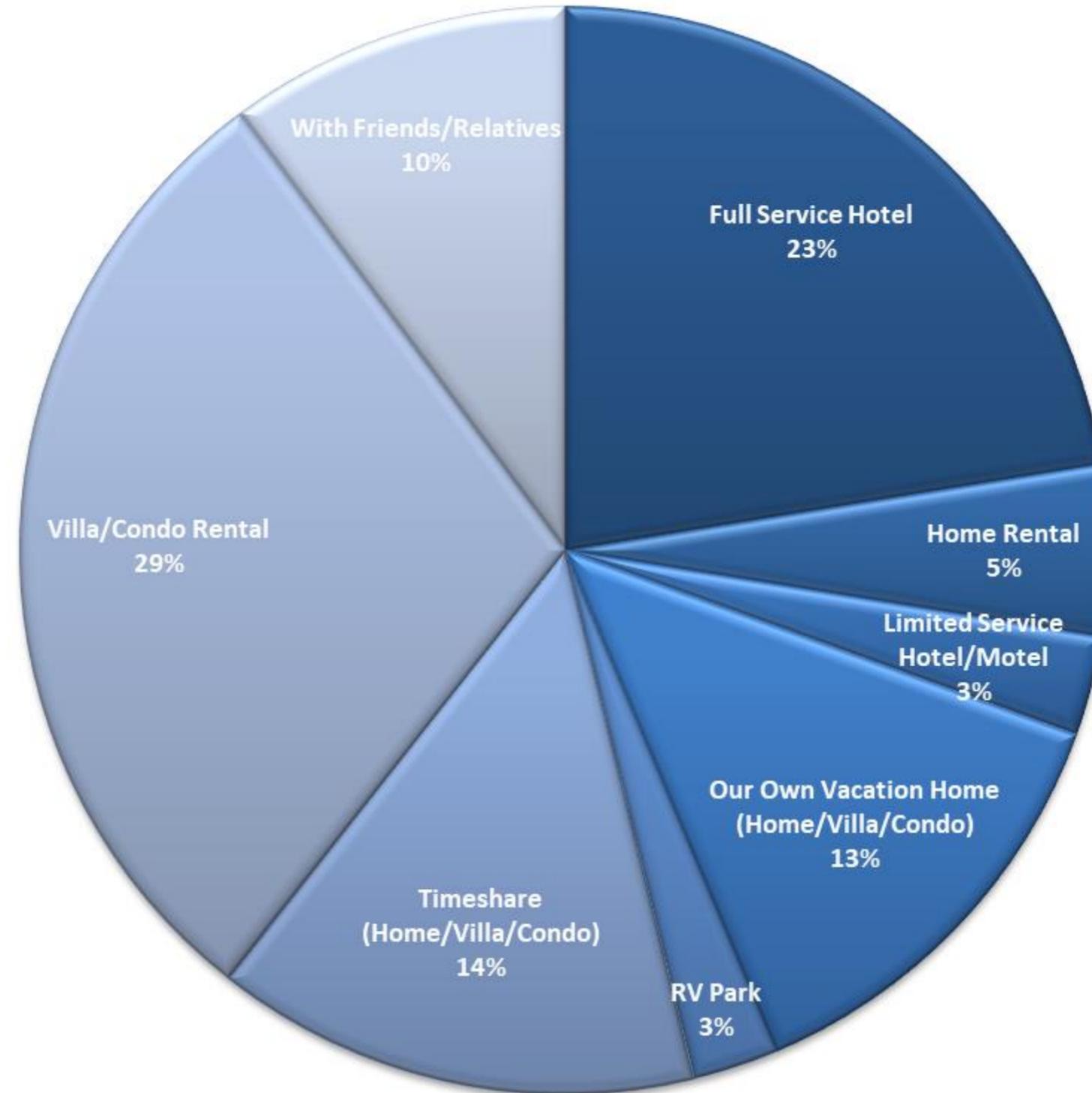
Where are you staying overnight on this trip?

• Answered: 239 Skipped: 154



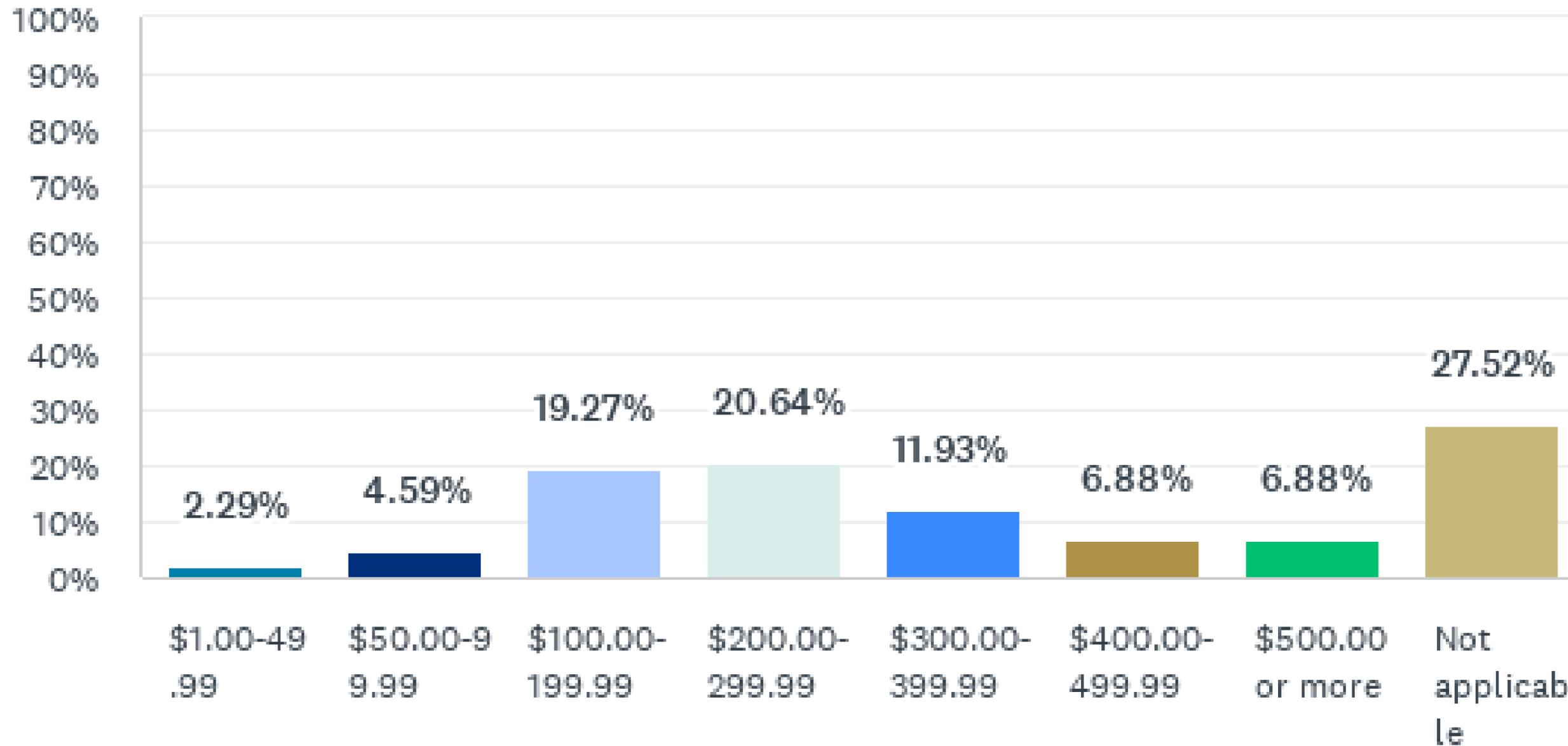
What type of accommodations will you be using while visiting Hilton Head Island?

- Answered: 236 Skipped: 157



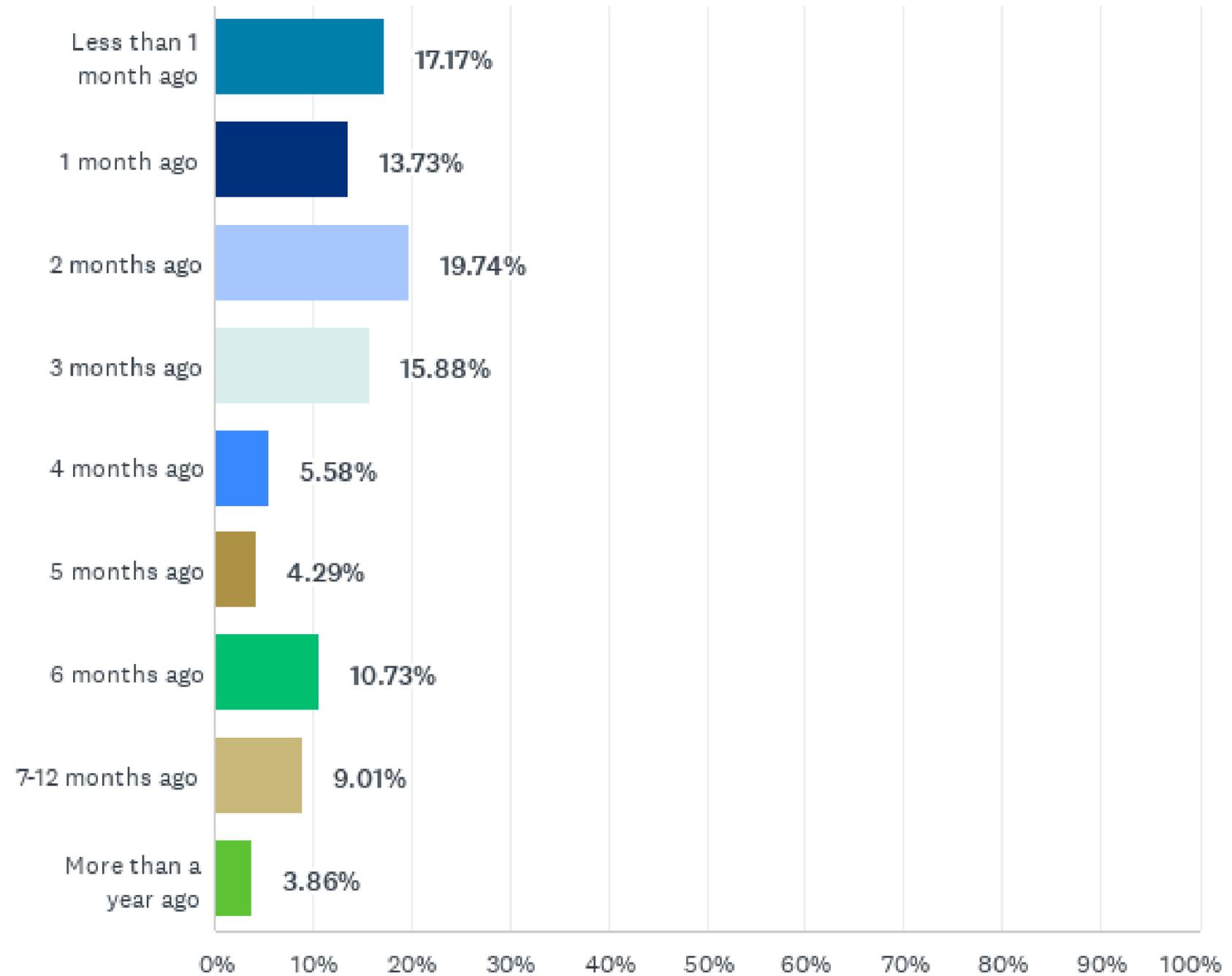
Approximately, how much will your travel party spend on lodging PER NIGHT?

- Answered: 218 Skipped: 175



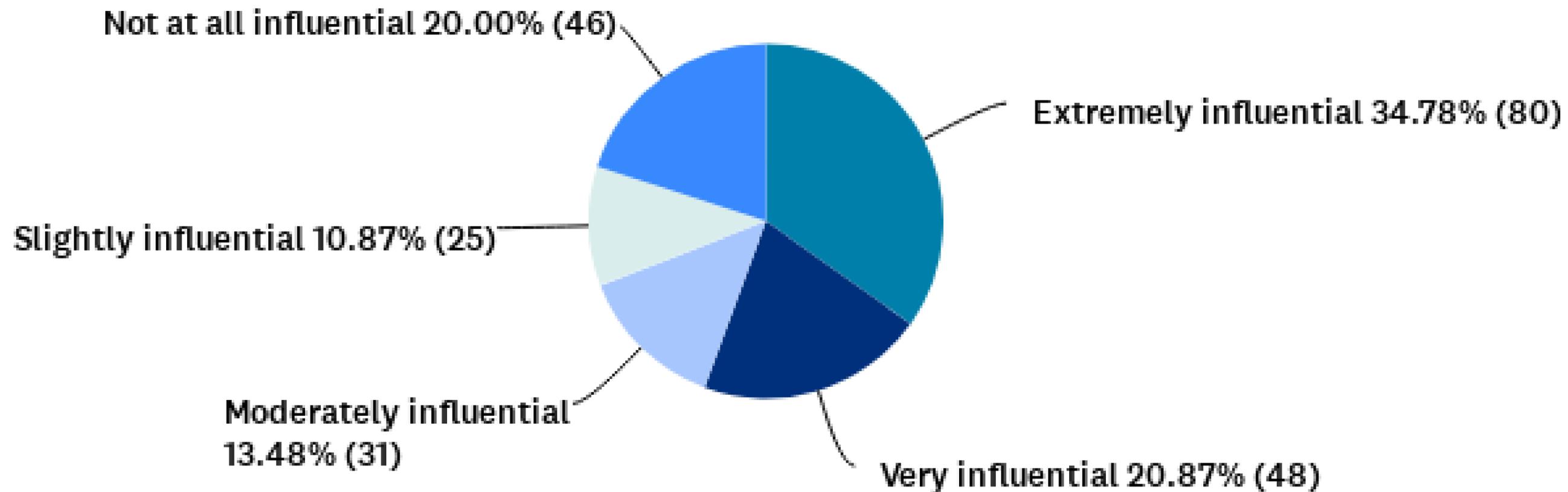
How many months in advance did you book this trip?

- Answered: 233 Skipped: 160



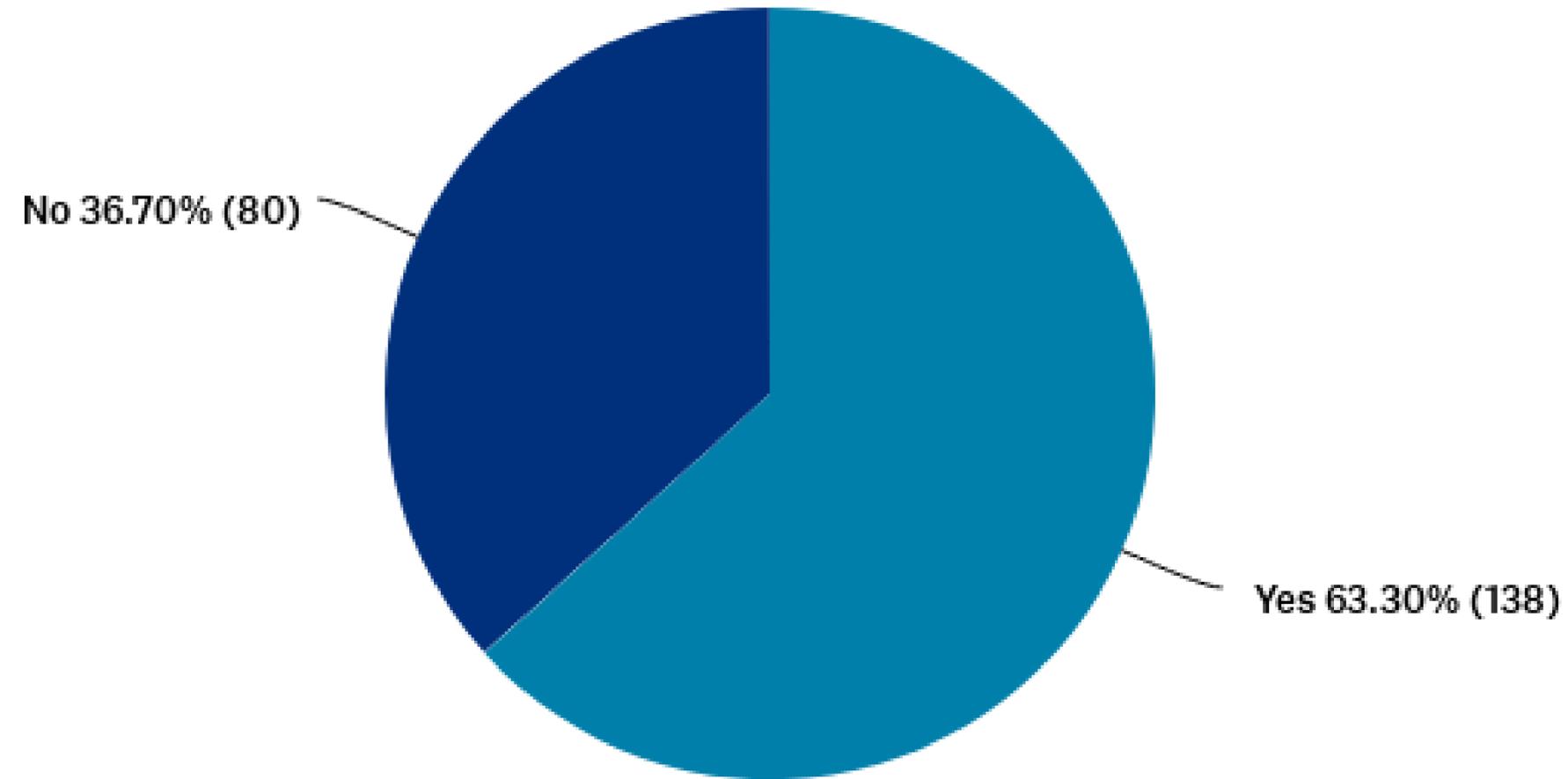
How influential was the 2021 Hilton Head Wine and Food Festival when initially planning your trip to Hilton Head Island?

- Answered: 230 Skipped: 163



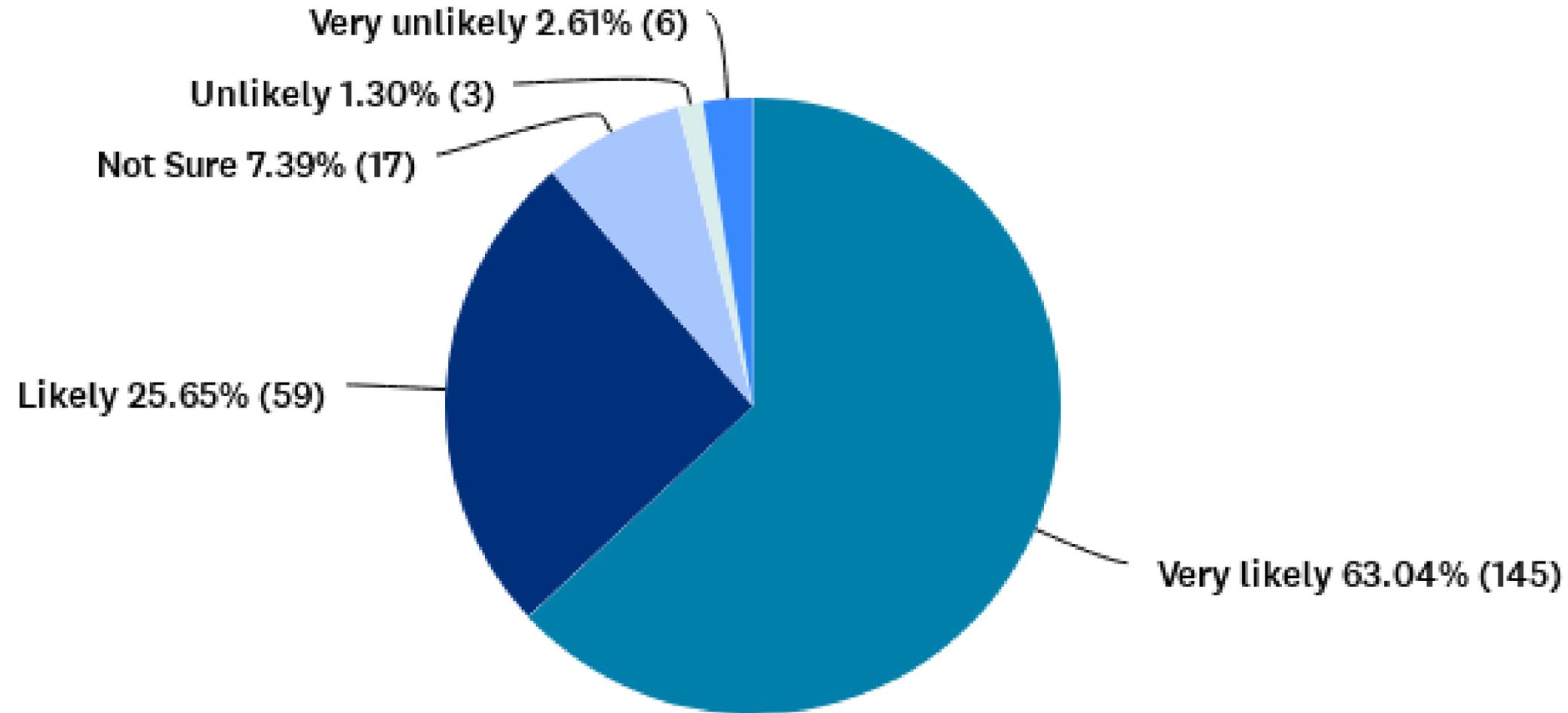
Would you have visited the Hilton Head area AT THIS TIME even if this festival had not been held?

- Answered: 218 Skipped: 175



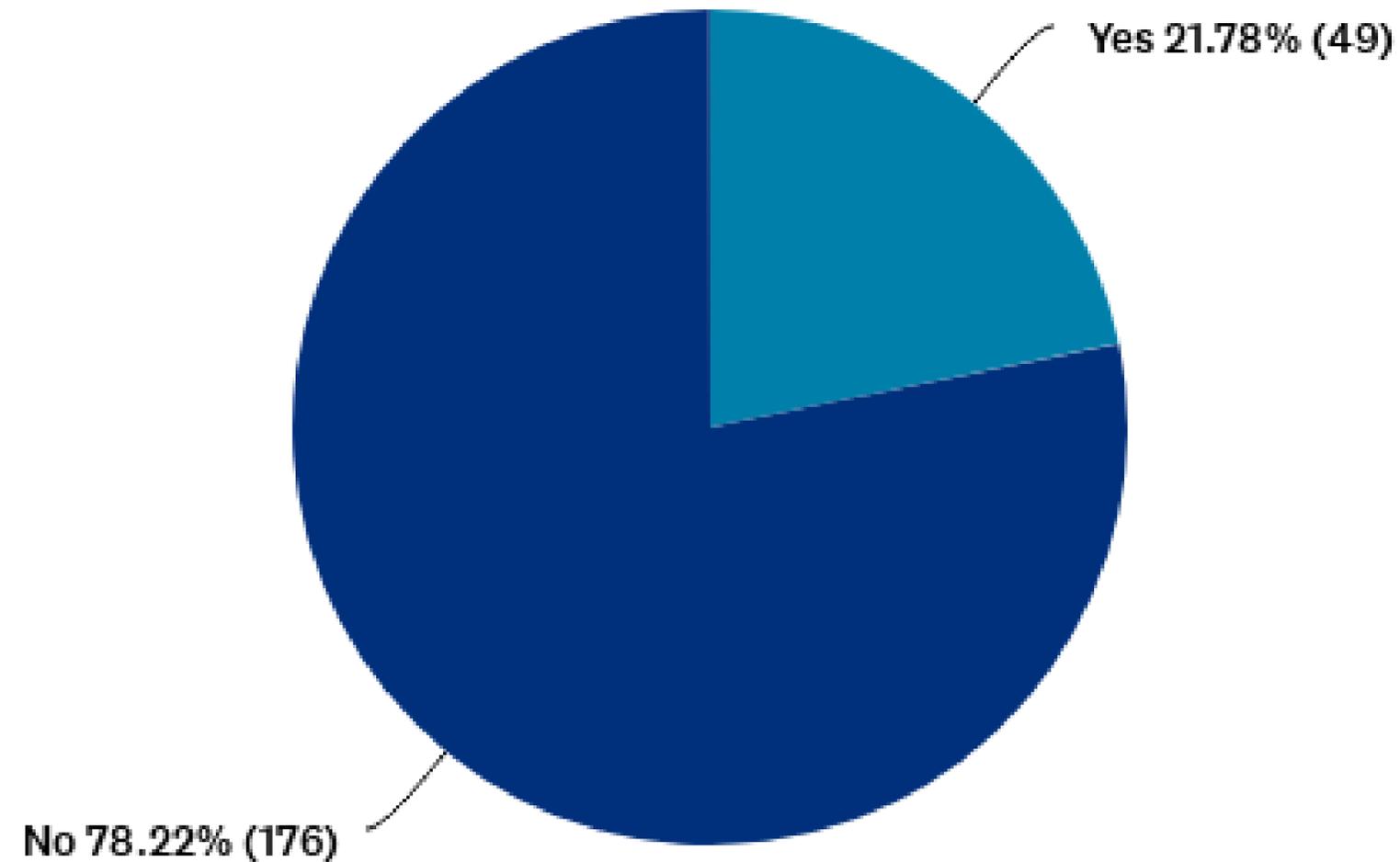
How likely are you to return to the Hilton Head area when the Hilton Head Wine and Food Festival is NOT OCCURRING?

- Answered: 230 Skipped: 163



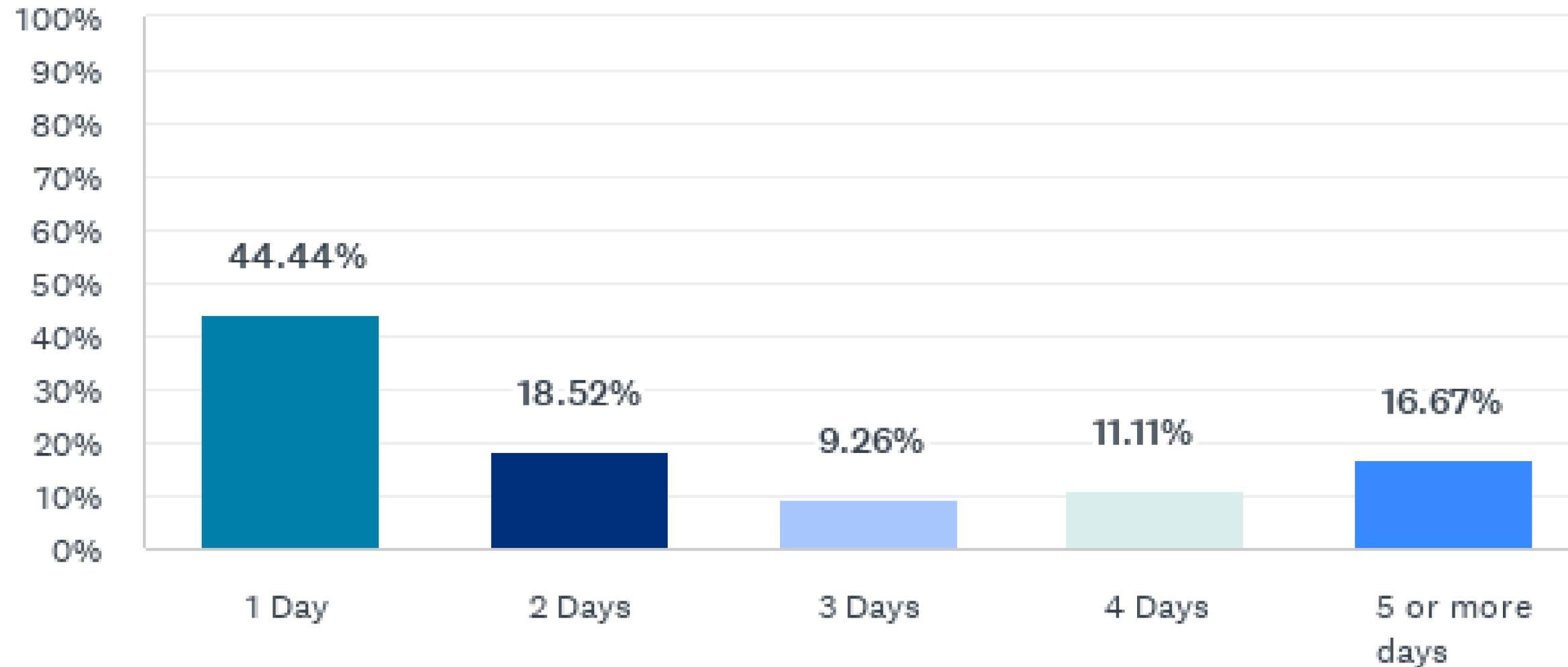
Did you extend your stay in the Hilton Head area because you wanted to attend this festival?

- Answered: 225 Skipped: 168



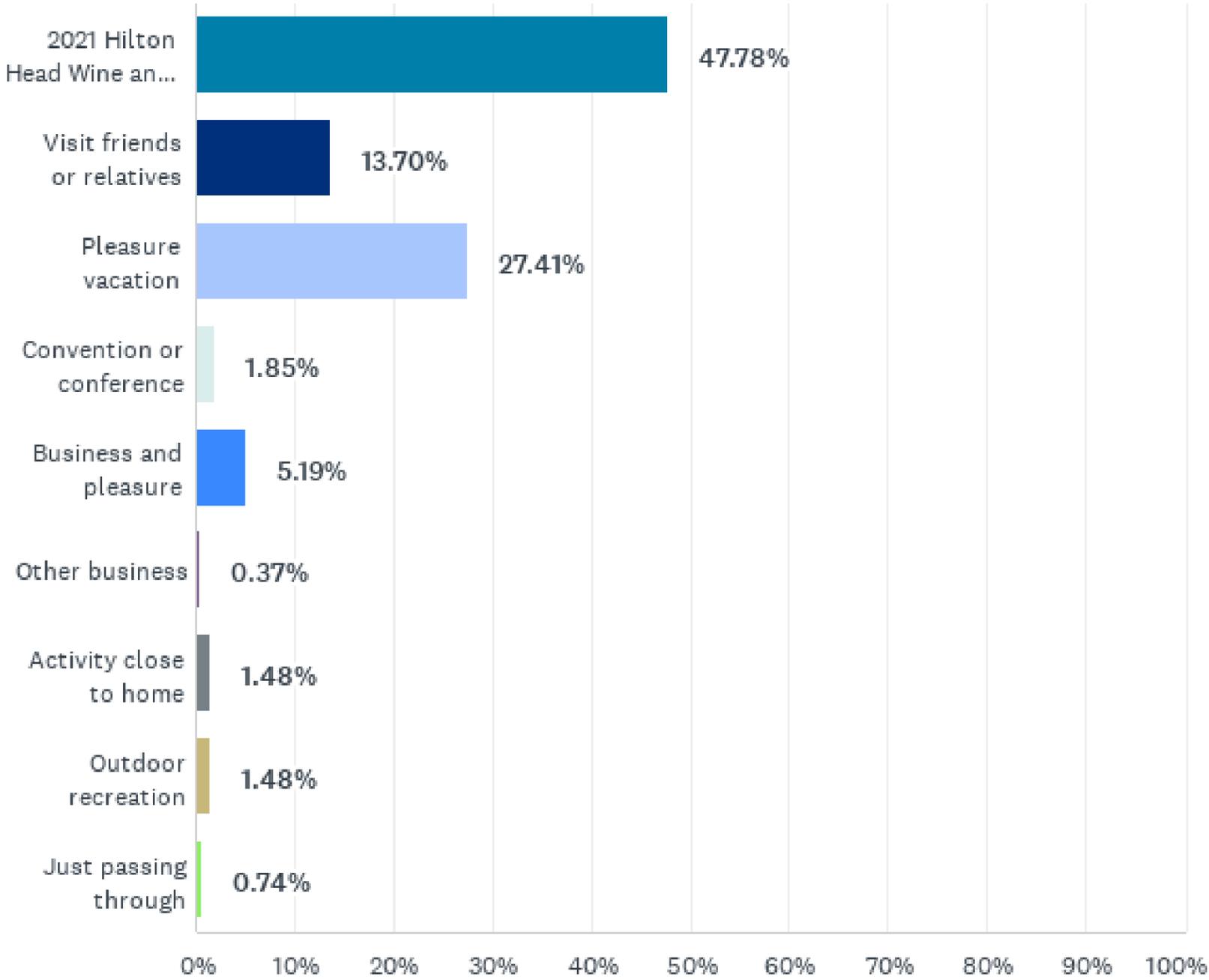
How many additional days are you staying because you wanted to attend this festival?

- Answered: 54 Skipped: 339



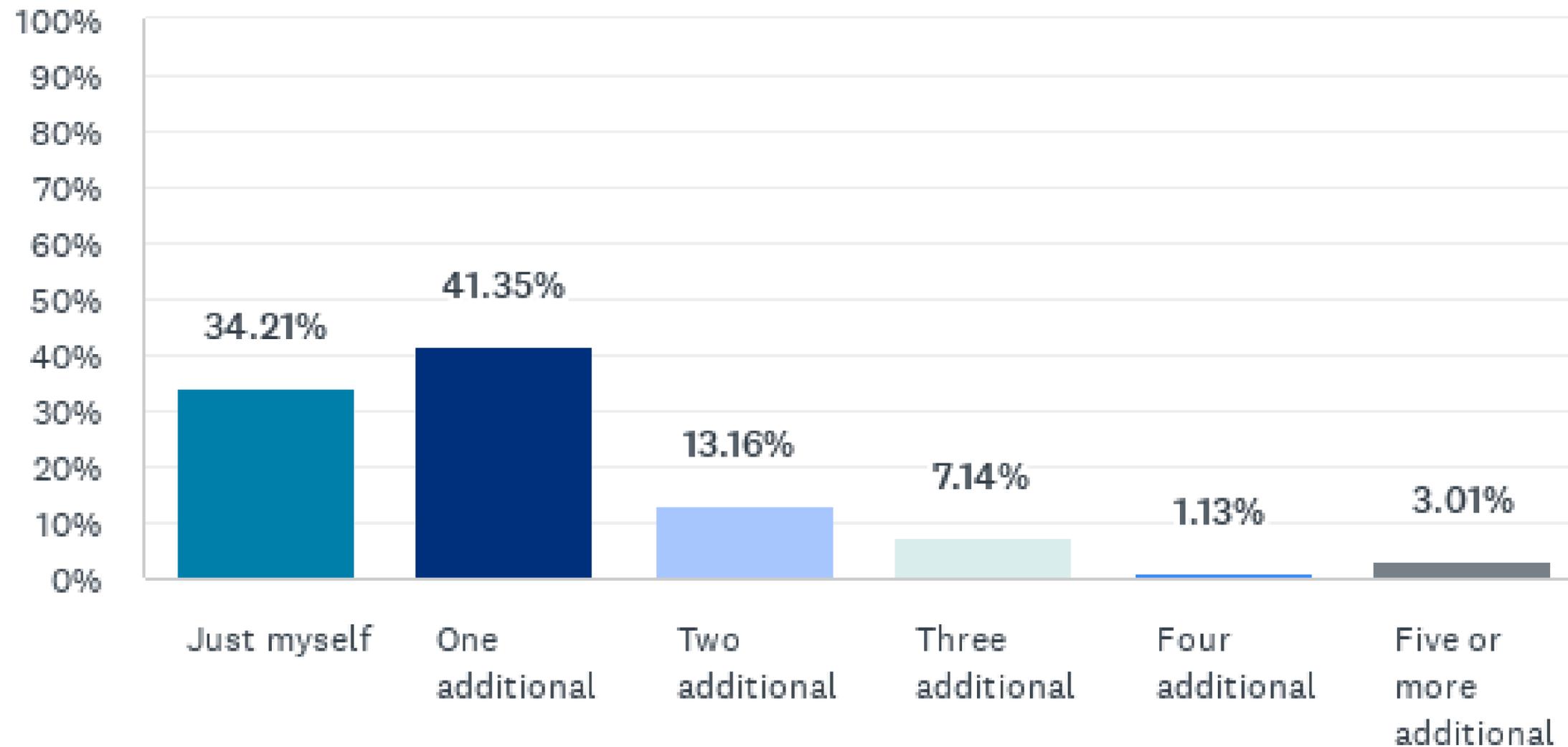
What was the primary reason for this visit to Hilton Head Island?

• Answered: 270 Skipped: 123



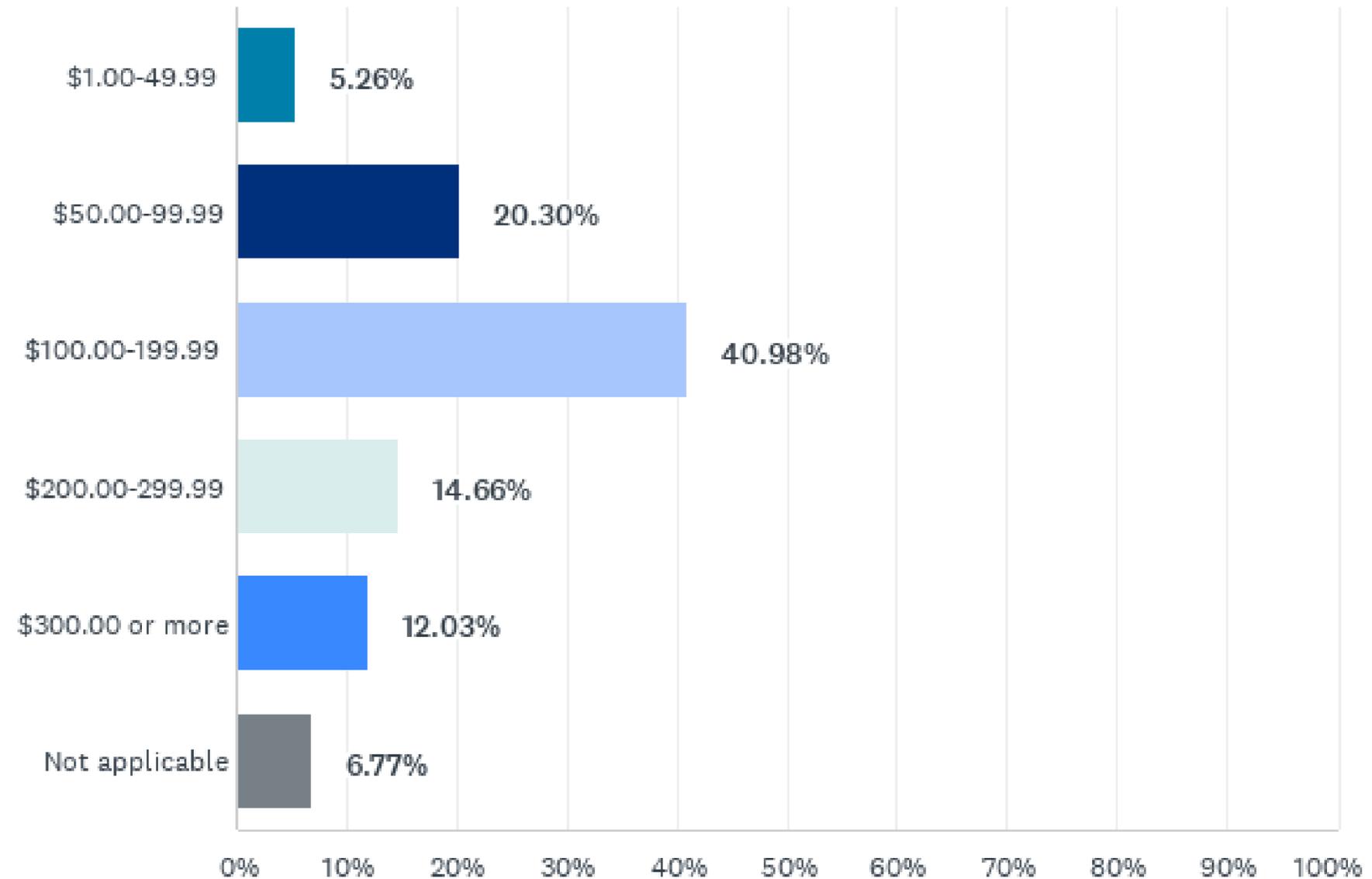
How many people are you financially responsible for during this trip?

- Answered: 266 Skipped: 127



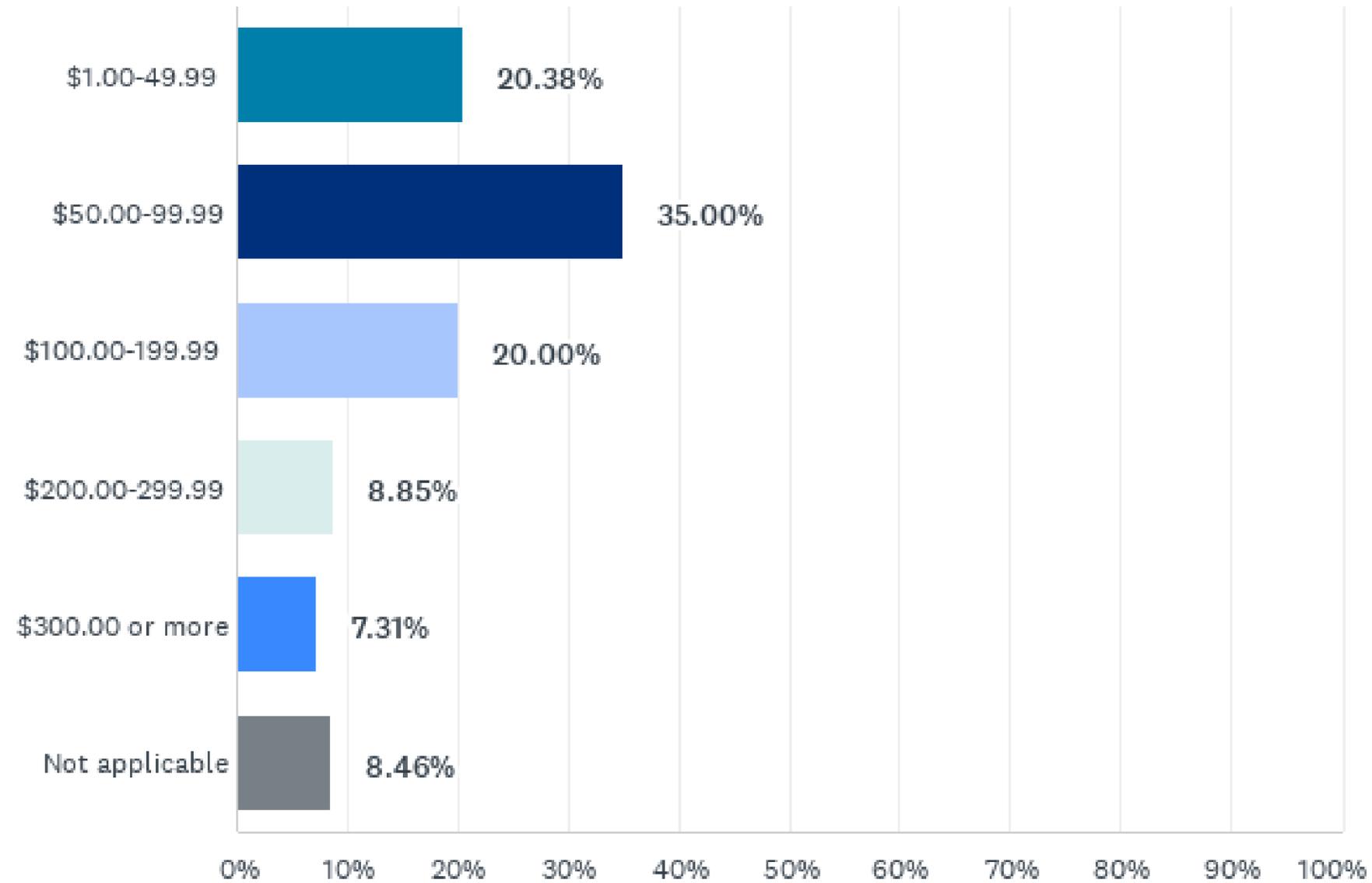
Approximately, how much will your travel party spend on restaurant dining PER DAY?

- Answered: 266 Skipped: 127



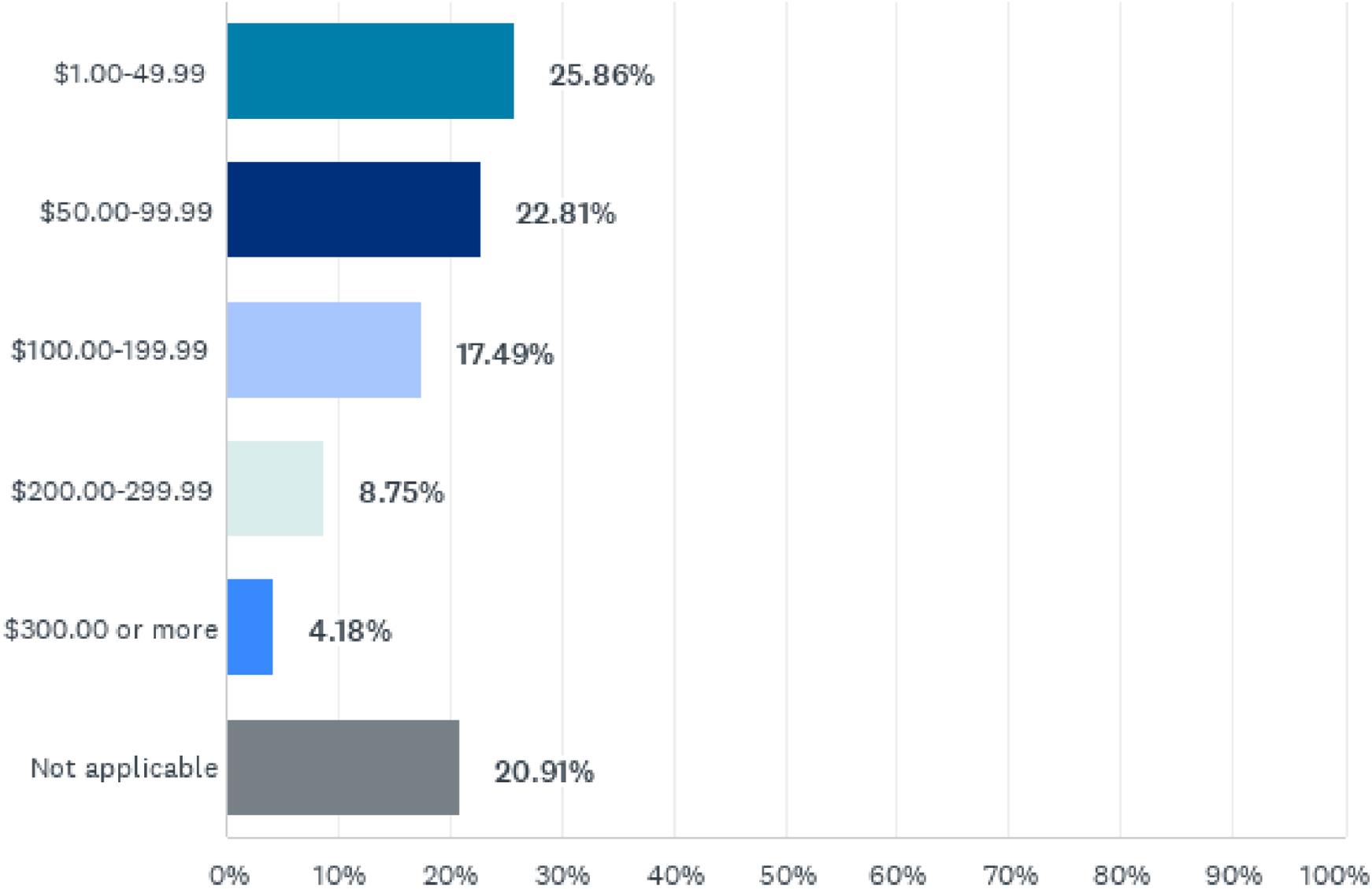
How much do you think your travel party will spend on retail purchases PER DAY (i.e. gifts, souvenirs, etc.?)

- Answered: 260 Skipped: 133



How much do you think your travel party will spend on recreation (i.e. golf, bicycling, etc.) PER DAY?

• Answered: 263 Skipped: 130



How did you first learn of the Hilton Head Wine and Food Festival?

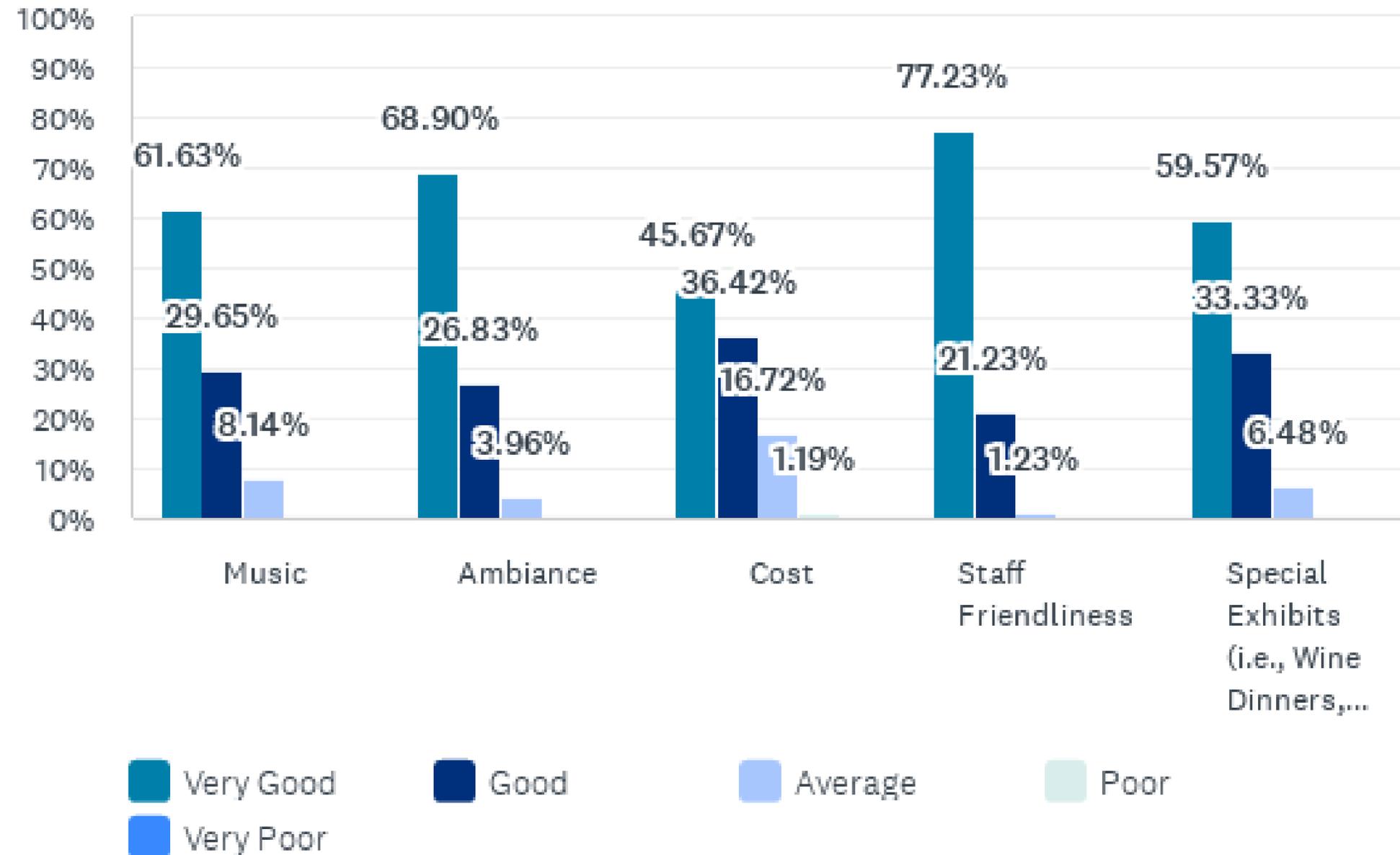
- Answered: 357 Skipped: 36

Television Commercial or News Coverage	4.20%	15
Radio Commercial or News Coverage	2.80%	10
Magazine	3.36%	12
Newspaper	1.12%	4
Online, internet search	22.97%	82
The Hilton Head Wine and Food Website	7.56%	27
Word of Mouth	26.89%	96
Social Networks (Facebook, Twitter, etc.)	11.48%	41
Hilton Head Island Visitor & Convention Bureau	4.76%	17
Email Marketing	2.52%	9
Other Website	1.12%	4
I don't remember	3.64%	13



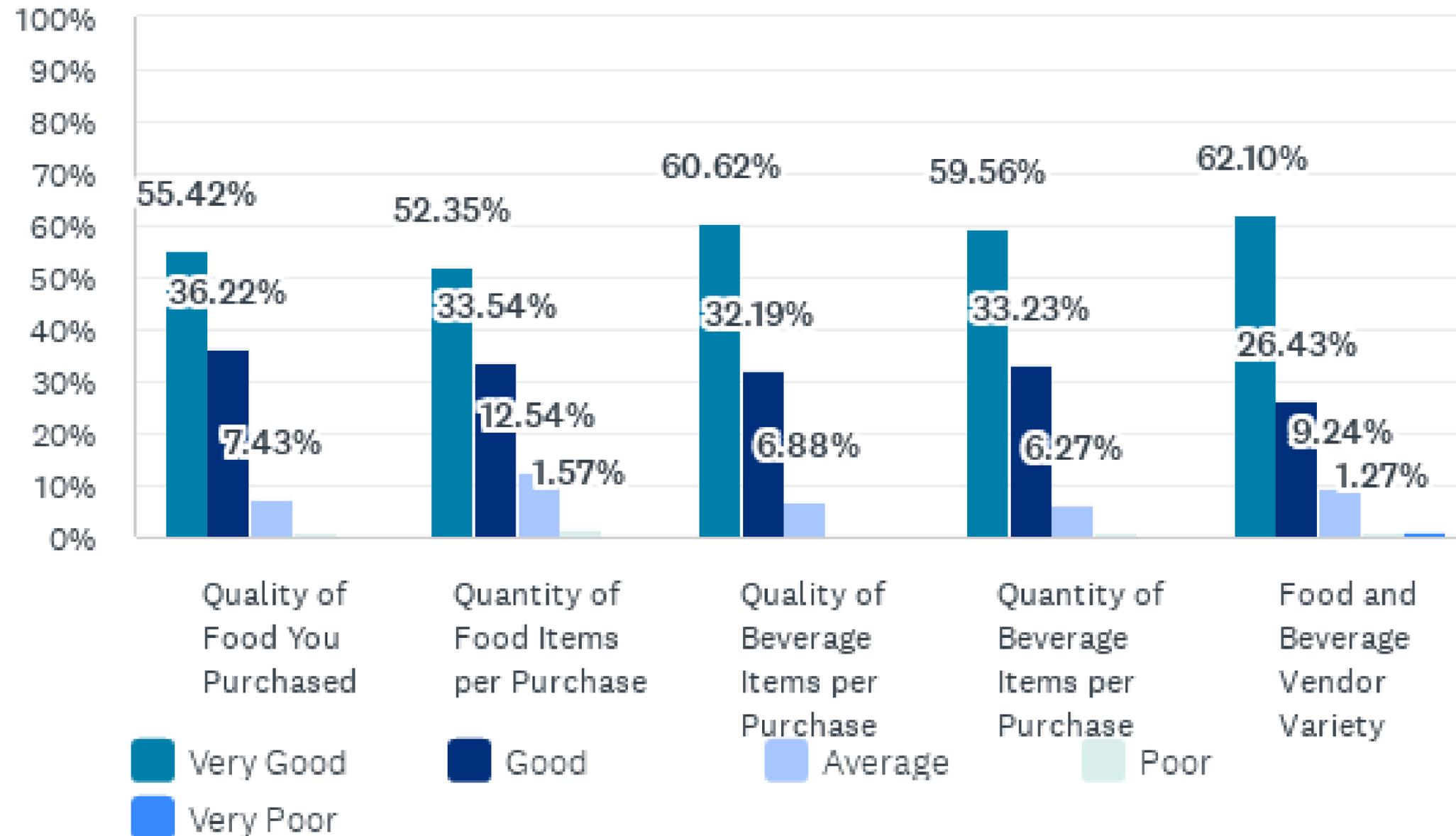
How would you rate the following festival characteristics?

- Answered: 345 Skipped: 48



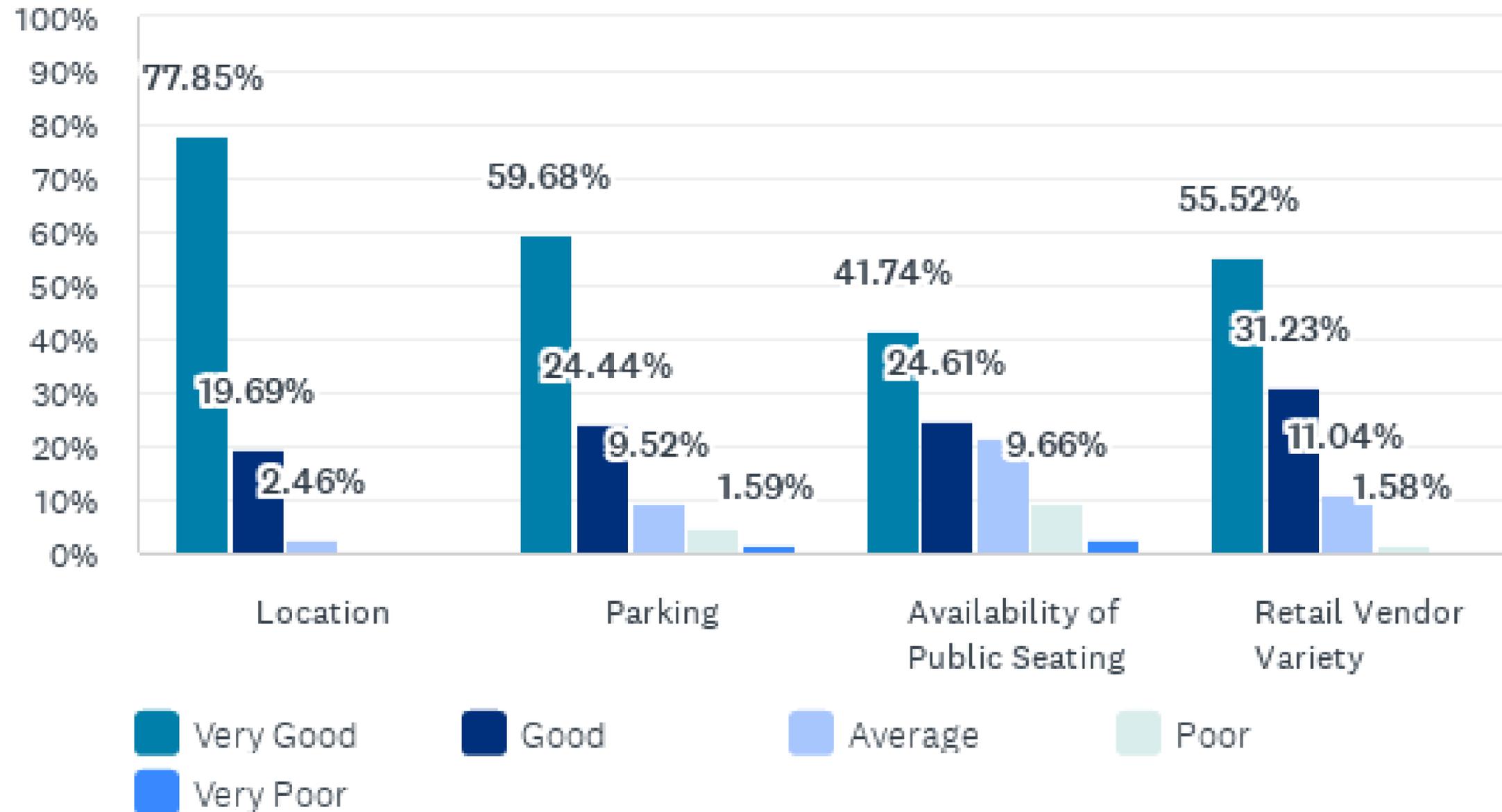
How would you rate the following festival characteristics?

- Answered: 333 Skipped: 60



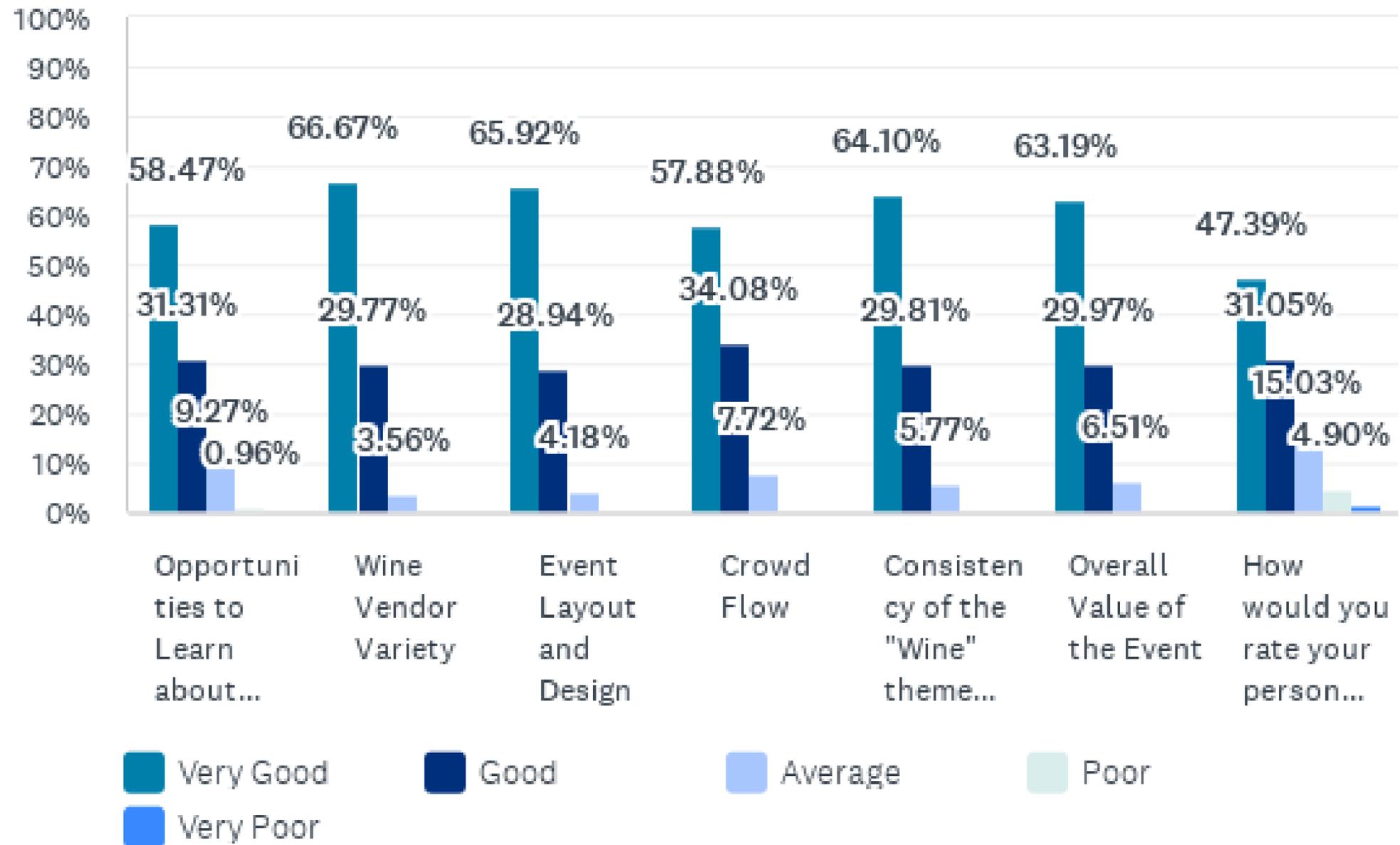
How would you rate the following festival characteristics?

- Answered: 327 Skipped: 66



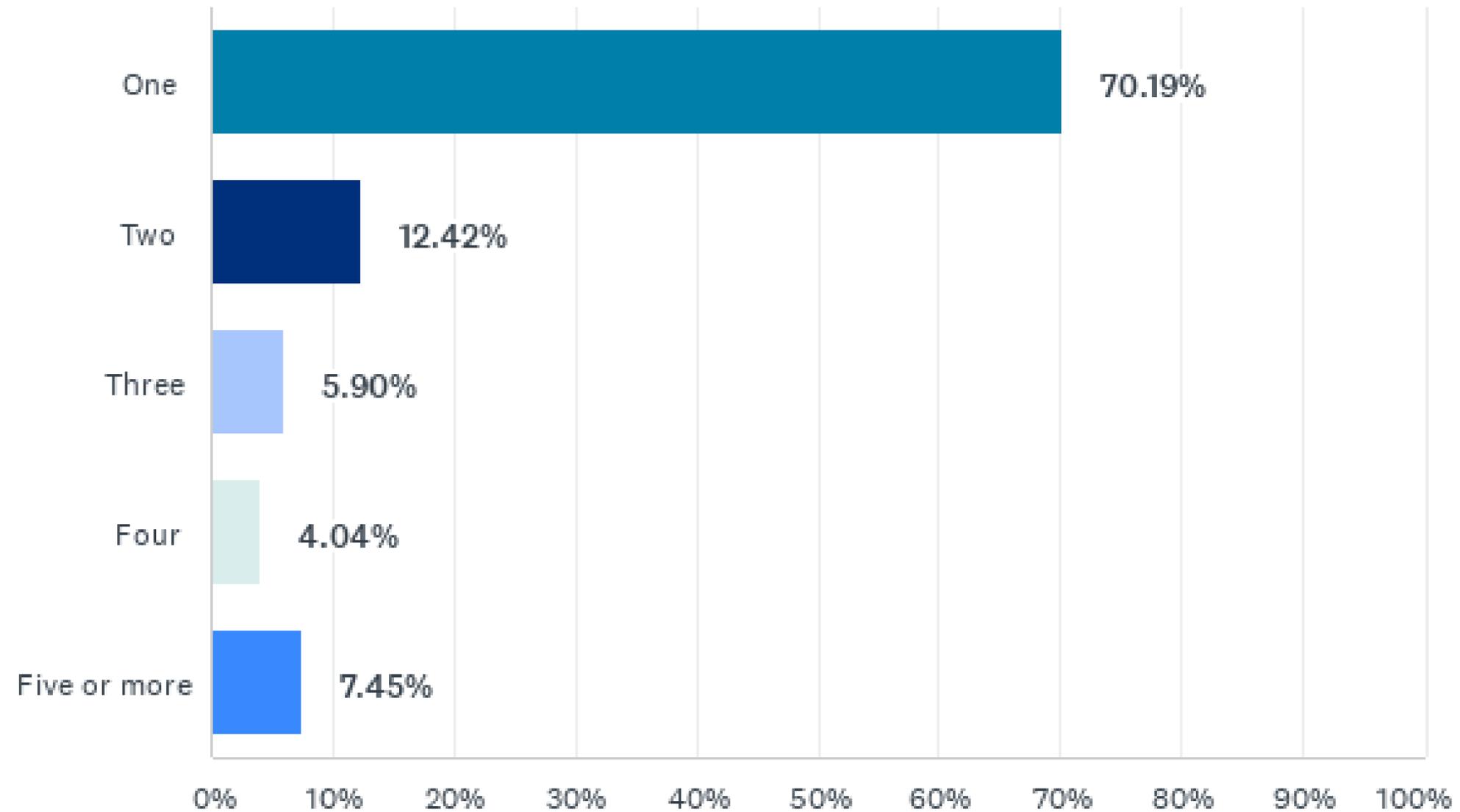
How would you rate the following festival characteristics?

- Answered: 318 Skipped: 75



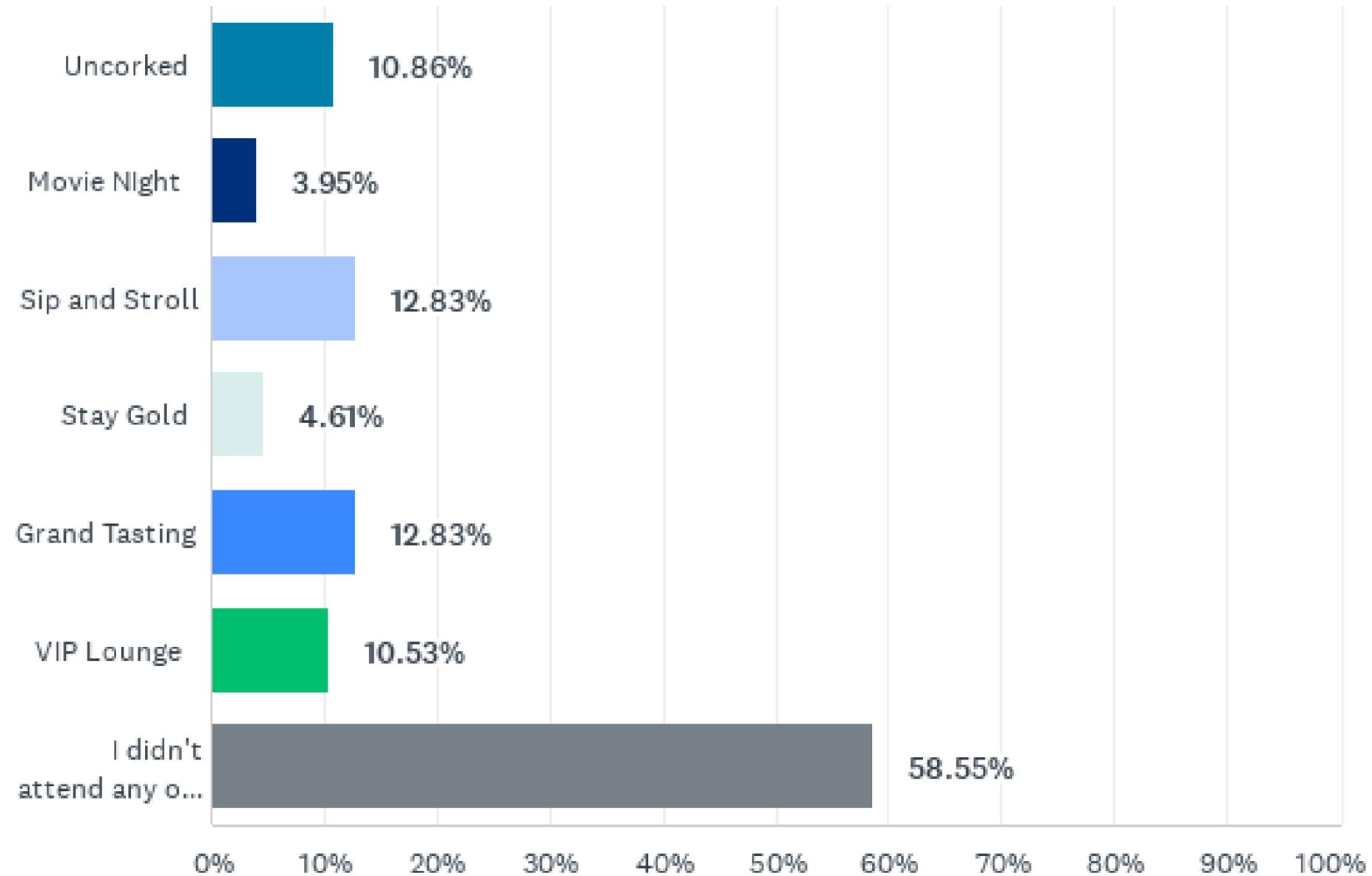
Including this visit, how many times have you attended this festival?

- Answered: 322 Skipped: 71



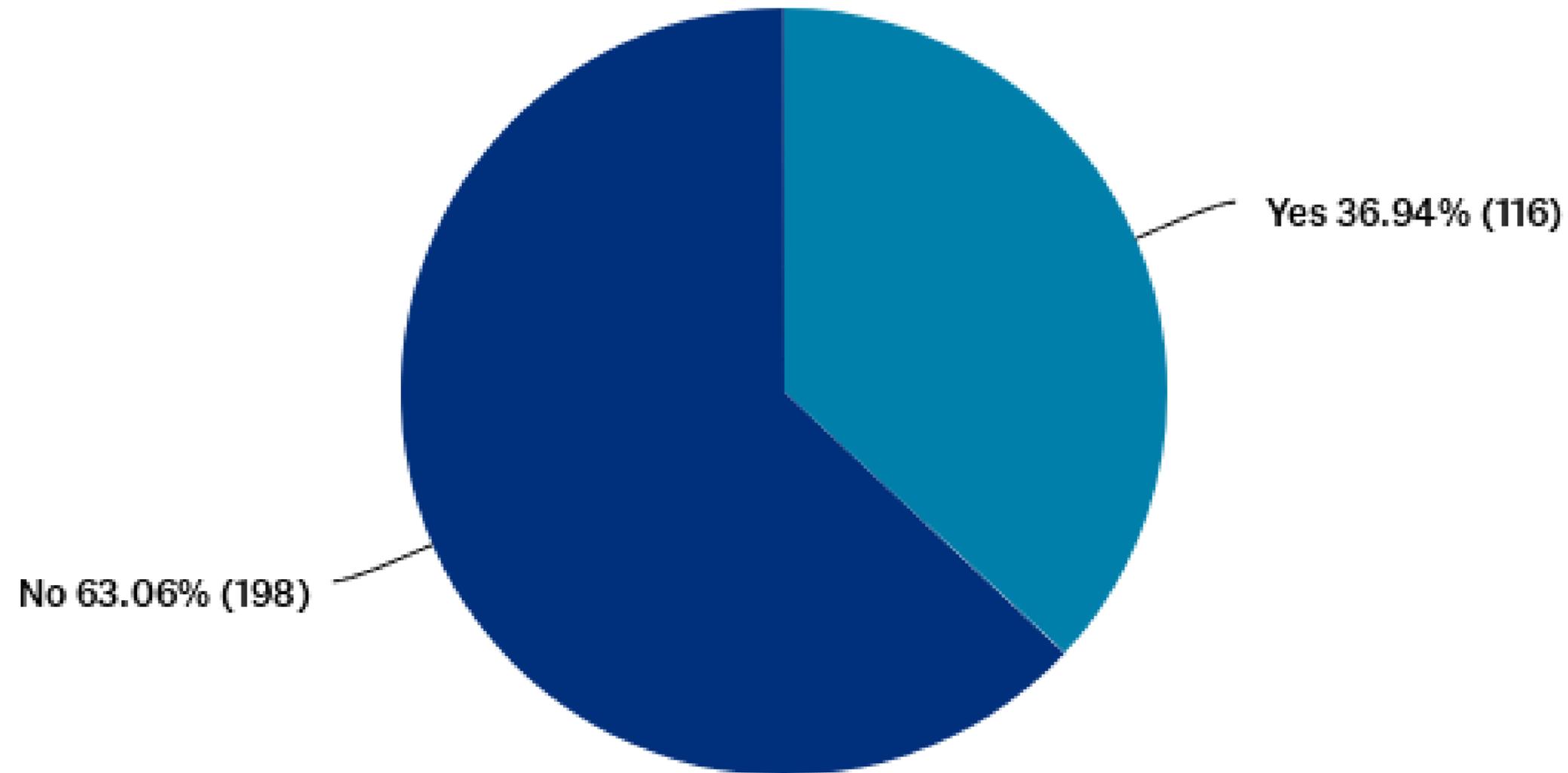
Which other Wine & Food events did you or will you attend this year? (Select all that apply)

- Answered: 304 Skipped: 89



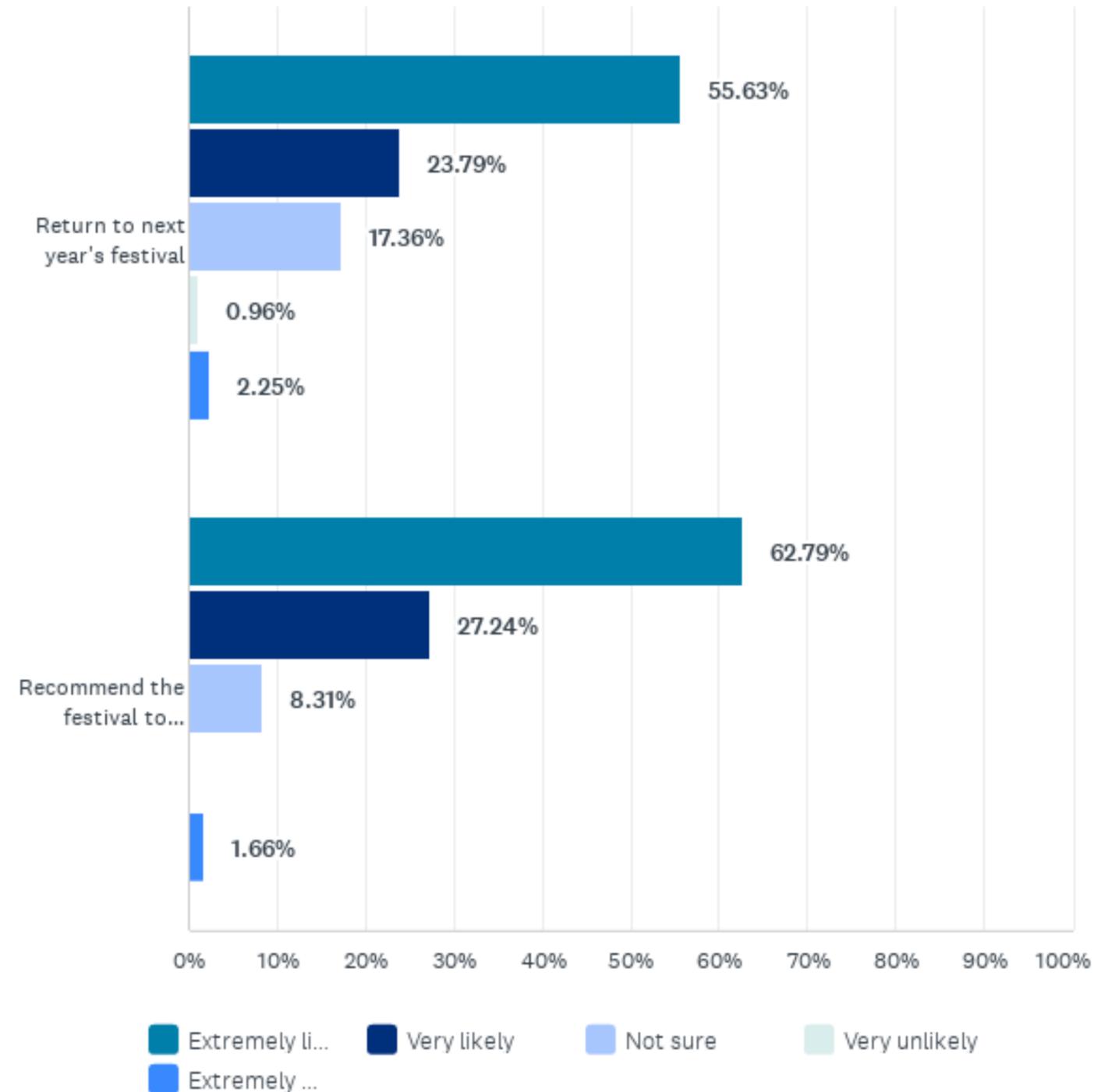
Did you or are you planning to attend any of the other wine dinners on Hilton Head Island this year?

- Answered: 314 Skipped: 79



How likely are you to return to next year's festival and recommend the festival to friends?

- Answered: 312 Skipped: 81

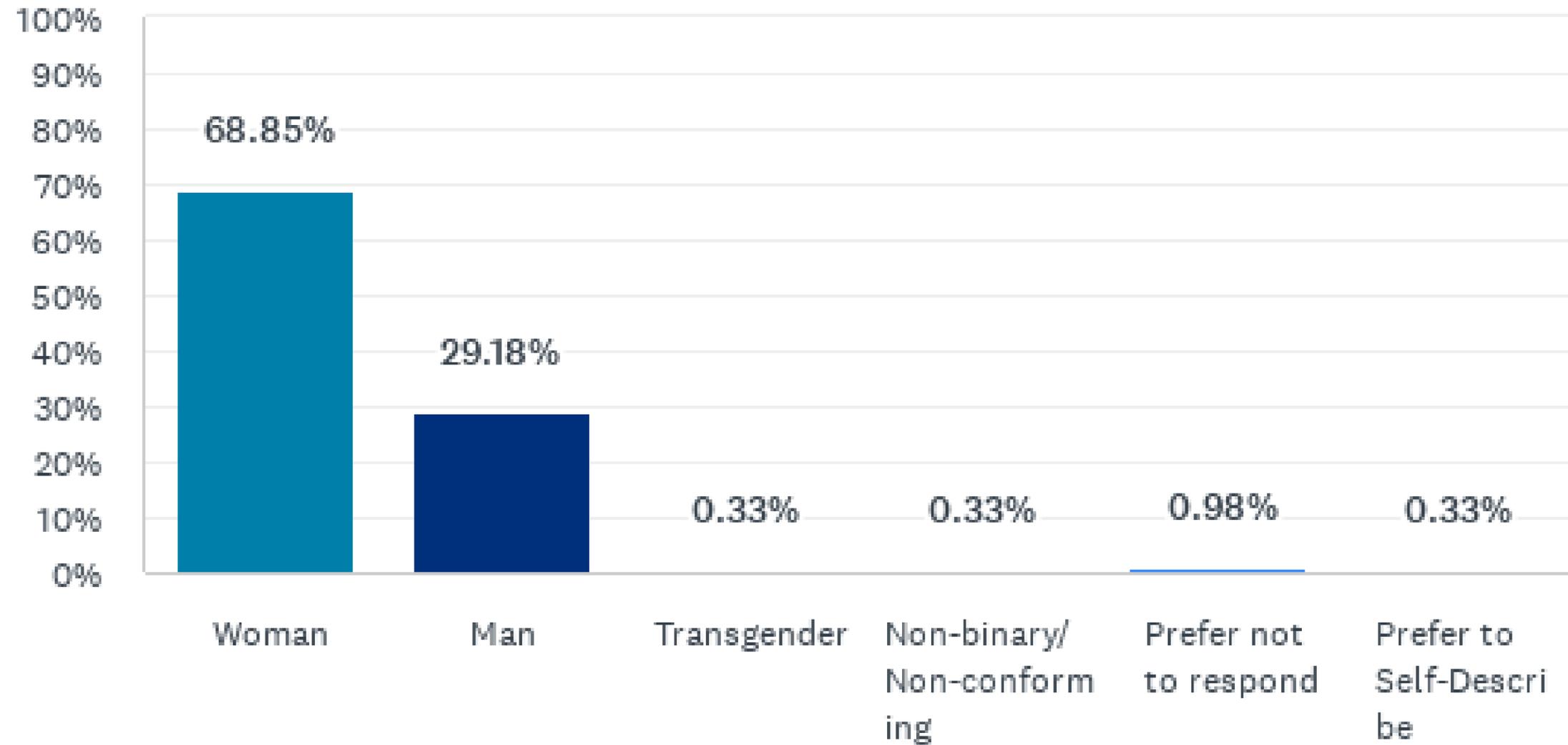




DEMOGRAPHICS

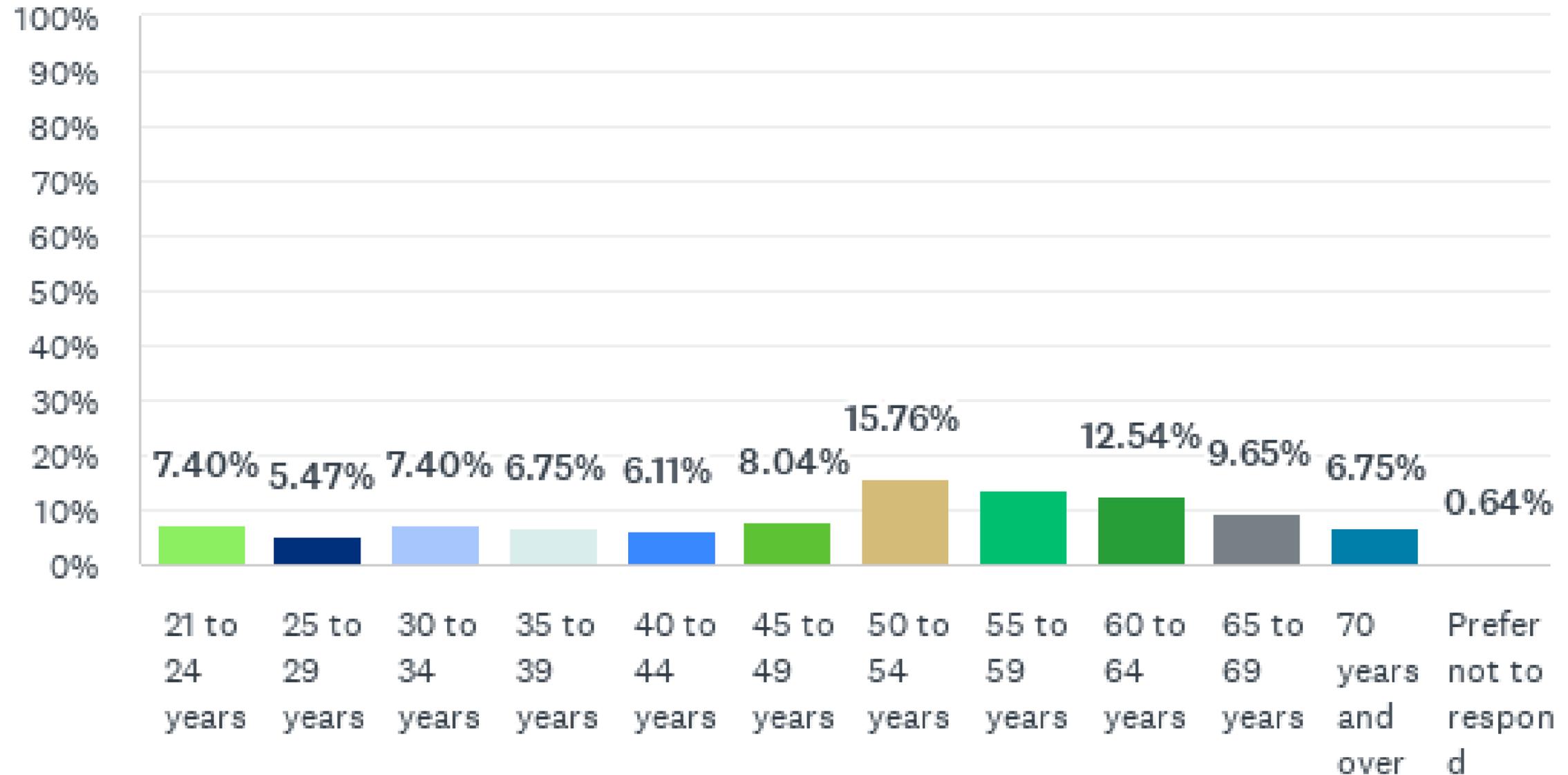
How do you identify?

- Answered: 305 Skipped: 88



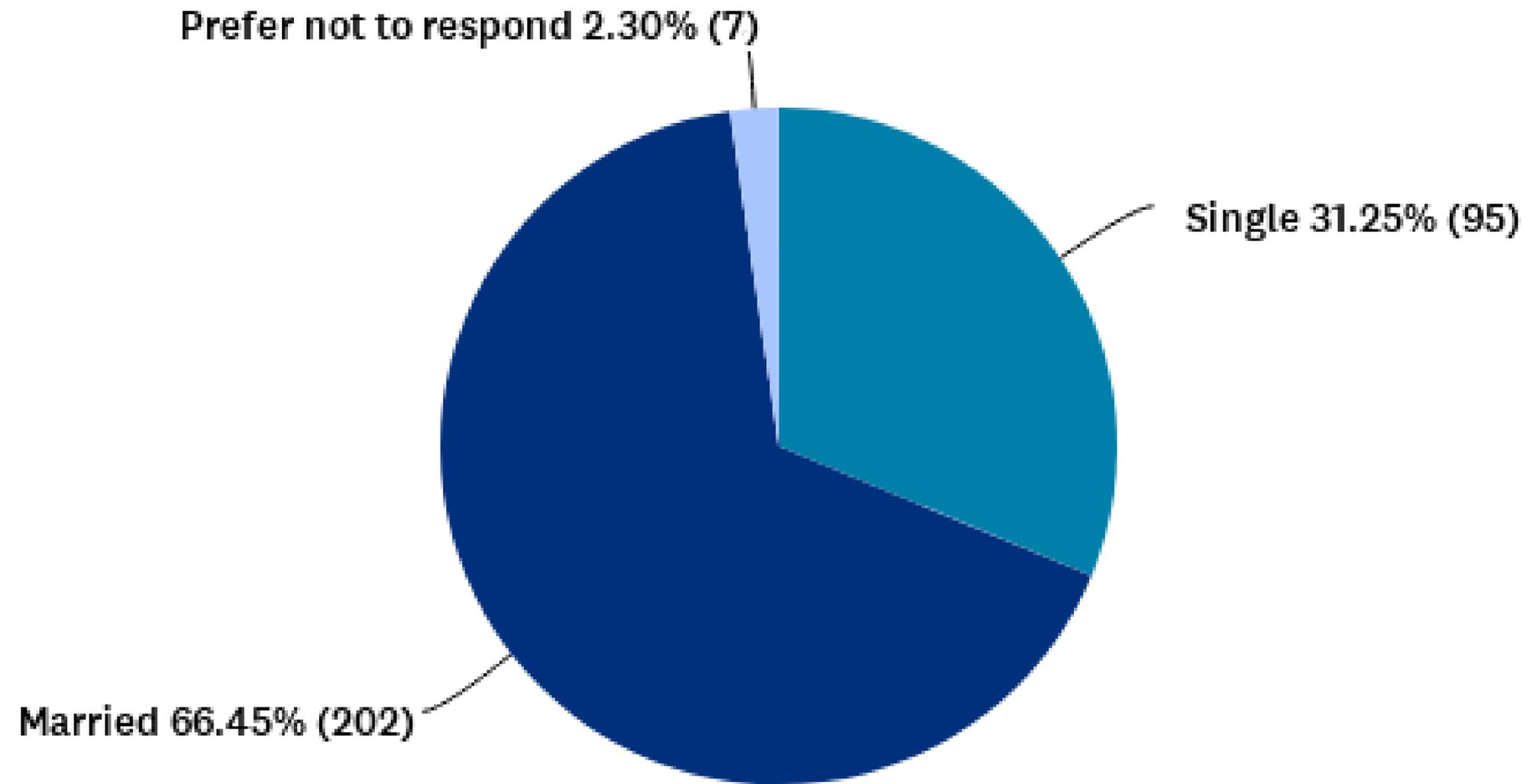
Please indicate your age below.

- Answered: 311 Skipped: 82



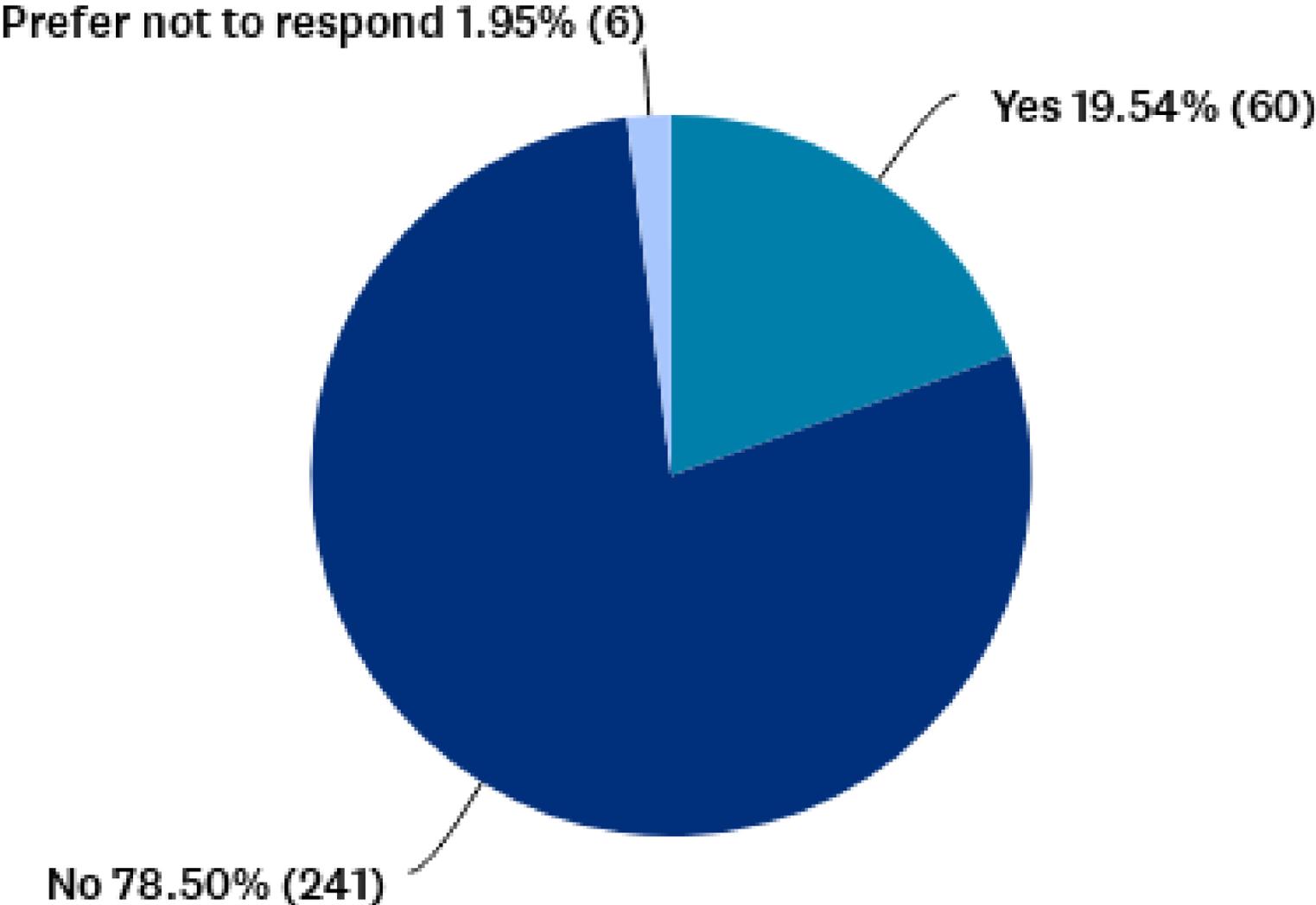
Please indicate your marital status.

- Answered: 304 Skipped: 89



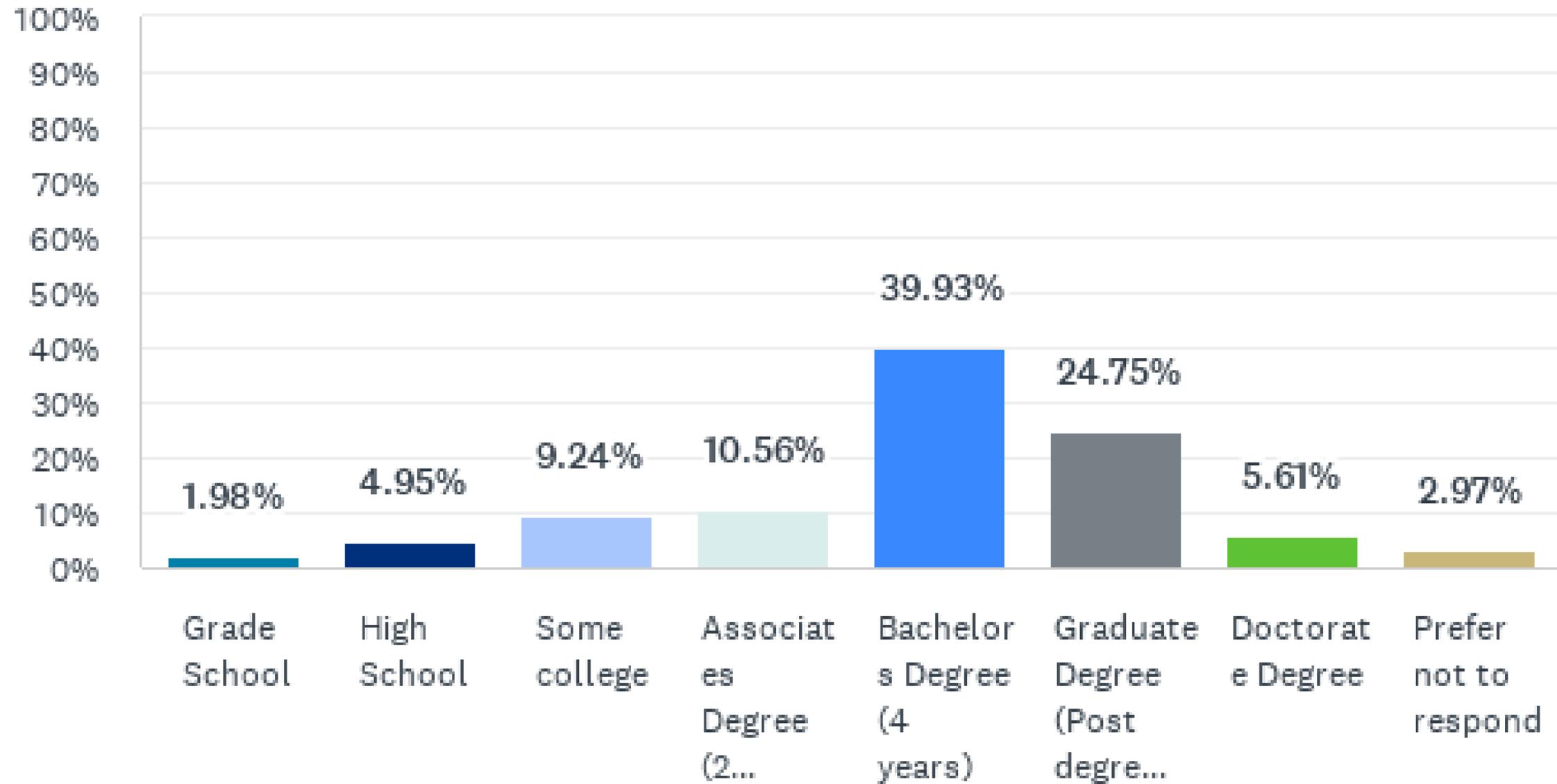
Do you have children under 18 living at home?

- Answered: 307 Skipped: 86



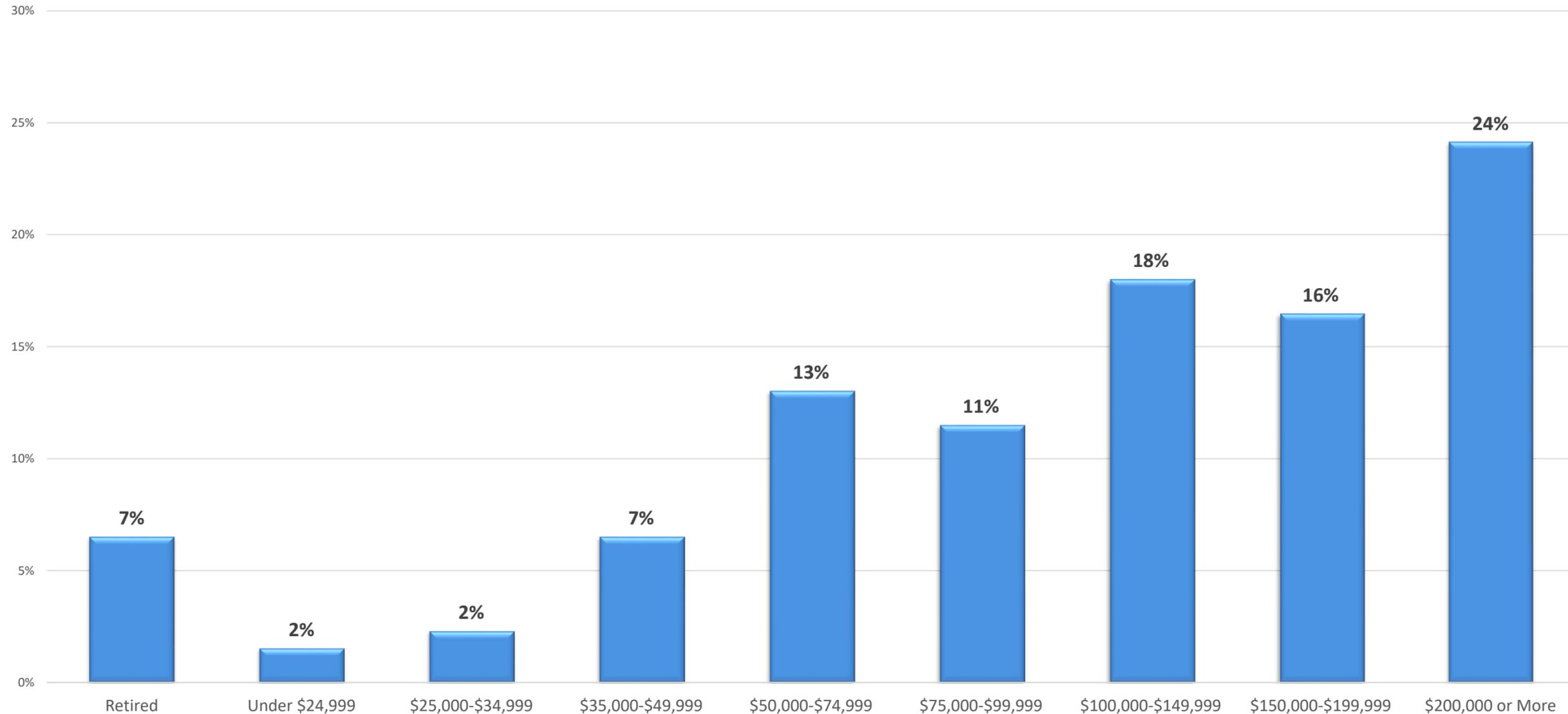
Please indicate your highest level of education.

- Answered: 303 Skipped: 90



Which of the following ranges includes your annual household income?

- Answered: 261 Skipped or Selected “Prefer not to Answer”: 132



Infographic



Female

age
50-54



Married



No children
under 18 living
at home



Bachelors
degree



Income
\$200,000 or more



COMMENTS

- My wife and I are really glad the wine festival for 2022 was in March. Cooler weather and enjoyed it much more than in 2021 when it was in September.
- Needed more food vendors. Need a soft drink vendor. Need a place to put a plate to eat.
- Great time !!!
- Better signage describing the wineries, i.e. location, etc.
- Please add location of winery on the identifying signs!
- Super fun that the event was in Lowcountry Celebration Park!
- Love it
- Love!
- Thank you
- VIP folks should be allowed in the wine tasting area at 11. The vip area needs to be a little bigger with more seats.
- Event is fabulous
- Great time great food. Will come again.



COMMENTS

- Everything is wonderful
- Fun and well organized
- Need more food vendors
- Thank you
- Love this place
- Food should be in one area
- I've hhi!
- Great time
- This has been my first Wine + Food Festival. It has been a blast!
- Great event keep the crowd size reasonable so we can all enjoy
- Ty
- Thank you
- Extend the time and add art show



COMMENTS

- Flow getting in should include entrance inside by Hincneys
- Dr Barth rules!
- This survey is too long
- Awesome experience!
- Good
- Love it and the parking
- Great environment
- Thank you,
- Would suggest enough seating to accommodate all VIP tickets
- Virginia was extremely helpful and accommodating.
- Virginia is the best!!
- Virginia is the best
- Virginia is amazing!
- Virginia is Amazing. Love her
- Too many questions, keep it to 20 next time
- Love it!!





CENTER FOR EVENT MANAGEMENT
AND HOSPITALITY TRAINING

Hilton Head Wine and Food Festival

	Wine and Food Festival Budget for March 2022	Budget
Revenue		
Wine Entries		\$15,000
Festival Events		\$175,000
Off Cycle Events		\$2,000
Sub Total for Events		\$192,000
Sponsorships		\$50,000
Auction		\$10,000
Food/Wine/Retail Vendor Booth		\$10,000
Sub Total Revenue		\$70,000
ATAX Town of HHI		\$130,000
ATAX Beaufort County		\$10,000
SCPRT		\$5,500
Sub Total Grants		\$145,500
Total Revenue		\$407,500
Expenses		
Scholarship		
Scholarship Expenses		\$20,000
Administration		
Direct Administrative Expenses		\$56,000
Marketing & PR		
Marketing and PR		\$30,000
Judging Expenses		
Lodging		\$1,500
Per Diem		
Reception & Food for Weekend		\$800
Awards/Medals		\$1,600
Enofile Expenses		\$1,500
Office Supplies - Judging		\$750
Facility Rental for Judging		\$500
Travel to Increase entries		\$1,250
Subtotal for Judging Expenses		\$7,900
Advertising		
Print - Magazine/News Paper		\$10,000
Digital		\$15,000

TV	\$10,000	
Radio/Broadcast Media	\$3,000	
Contextual/Re-Direct	\$2,000	
Social Media	\$25,000	
Email / Eblasts	\$10,000	
Other Advertising	\$3,500	
Sav-HHI Fly Marketing Campaign	\$5,000	
Advertising Creative	\$5,500	
Advertising Management	\$6,000	
Subtotal-Marketing & Advertising		\$95,000

Event Expenses

Ticketing Fees	\$6,000	
Logistics	\$11,000	
Trash & Recycling	\$2,600	
Audio & Visual Equipment	\$2,600	
Photography	\$1,000	
Rentals - Tables, Chairs, Furniture, etc	\$7,500	
Tents	\$30,000	
Restroom Services	\$6,000	
Transportation - Trolleys, Busses, etc	\$500	
Valet Services	\$0	
Fencing	\$5,500	
Glassware	\$10,000	
Live Entertainment	\$1,000	
Facility Rental Fees	\$1,000	
Insurance	\$4,700	
Travel	\$1,250	
Ice	\$2,000	
Survey of Attendees	\$750	
Printing - Programs	\$0	
Printing - Maps	\$1,000	
Printing - Signs	\$5,000	
Printing - Other	\$1,000	
Security	\$2,750	
Wine for Retail Tent	\$0	
Merchandise for Retail Tent	\$3,000	
Licenses	\$1,000	
Food and Beverage for Events	\$7,500	
Wine for events	\$15,000	
Volunter T-Shirts	\$1,500	
Misc Event Expenses	\$7,000	
Subtotal for Event Expenses		\$138,150

Other Expenses

Bank and Credit Card Fees	\$6,000
Equipment	\$1,500

Postage	\$500	
Professional Fees	\$1,000	
Supplies & Misc Expenses	\$2,500	
Website Maintenance	\$5,000	
Telephone	\$0	
Office & Storage Facility Rent	\$12,900	
D&O Insurance	\$800	
Unexpected Expenses	\$4,000	
Stay Gold Event	\$10,000	
Off Cycle Events	\$2,000	
Subtotal for Other Expenses		\$46,200
	Total Expenses	\$393,250
	NET Profit (Loss)	\$14,250

Hilton Head Hospitality Association

Balance Sheet

As of June 30, 2022

08/31/22

Accrual Basis

	<u>Jun 30, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
1000 · CASH	
1010 · Coastal State Bank	51,201.06
1021 · South Bank - Operating A/C	178,341.86
Total 1000 · CASH	<u>229,542.92</u>
Total Checking/Savings	229,542.92
Accounts Receivable	
1200 · Accounts Receivable	28,119.81
Total Accounts Receivable	28,119.81
Other Current Assets	
Undeposited Funds	94.00
Total Other Current Assets	<u>94.00</u>
Total Current Assets	257,756.73
Other Assets	
1500 · Fixed Assets	
1510 · Office Equipment	657.62
Total 1500 · Fixed Assets	<u>657.62</u>
Total Other Assets	657.62
TOTAL ASSETS	<u>258,414.35</u>
LIABILITIES & EQUITY	
Equity	
3020 · Retained Earnings	149,494.66
Net Income	108,919.69
Total Equity	<u>258,414.35</u>
TOTAL LIABILITIES & EQUITY	<u>258,414.35</u>

Hilton Head Hospitality Association

Balance Sheet

As of June 30, 2021

08/29/21

Accrual Basis

	<u>Jun 30, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
1000 · CASH	
1010 · Coastal State Bank	26,201.06
1021 · South Bank - Operating A/C	92,944.47
Total 1000 · CASH	<u>119,145.53</u>
Total Checking/Savings	119,145.53
Accounts Receivable	
1200 · Accounts Receivable	30,255.13
Total Accounts Receivable	<u>30,255.13</u>
Other Current Assets	
Undeposited Funds	94.00
Total Other Current Assets	<u>94.00</u>
Total Current Assets	<u>149,494.66</u>
TOTAL ASSETS	<u>149,494.66</u>
LIABILITIES & EQUITY	
Equity	
3020 · Retained Earnings	136,430.88
Net Income	13,063.78
Total Equity	<u>149,494.66</u>
TOTAL LIABILITIES & EQUITY	<u>149,494.66</u>

Hilton Head Hospitality Association

Profit & Loss

July 2021 through June 2022

	Jul '21 - Jun 22
Income	
4100 · Programs and Festivals	
4600 · WineFestival Income	
4605 · Intrn'l Wine Judging Entries	11,340.00
4606 · Admissions	
4606.1 · Uncorked	4,809.99
4607 · Grand Tasting	29,645.72
4608 · Public Tasting	151,073.06
4611 · Other Events	
4611.11 · Sip & Stroll	25,128.21
4611.12 · Stay Gold	31,759.29
4611.20 · Movie Night	1,000.00
4611.22 · Craft Beer Event	11,157.93
Total 4611 · Other Events	69,045.43
4612 · Unassigned Receipts	1,019.97
Total 4606 · Admissions	255,594.17
Total 4600 · WineFestival Income	266,934.17
4615 · Grand Tasting Auction	8,500.00
4616 · Public Tasting Auction	784.00
4617 · Wine Vendor Booths	7,000.00
4619 · Retail Vendor Booths	1,224.10
4640 · Sponsorship	144,558.94
4655 · Grants	
4656 · Town of HHI ATAX	175,410.00
4657 · Beaufort County ATAX	10,000.00
4658 · SCPRT	5,220.00
Total 4655 · Grants	190,630.00
Total 4100 · Programs and Festivals	619,631.21
4611.08 · Stay Gold Event	20,700.99
Total Income	640,332.20
Expense	
6100 · Program and Festivals Expense	
6500 · Scholarship Expense	6,000.00
6600 · WineFestival Production Costs	
6602 · Marketing & PR	
6606 · Other Marketing & PR	24,000.00
Total 6602 · Marketing & PR	24,000.00
6606.5 · Direct Administrative Expense	
6607 · Festival Director	27,000.00
6608 · Other Direct Administrative	5,525.00
Total 6606.5 · Direct Administrative Expense	32,525.00
6609 · Grand Tasting Expense	28,560.35

Hilton Head Hospitality Association

Profit & Loss

08/31/22

July 2021 through June 2022

Accrual Basis

	Jul '21 - Jun 22
6610 · Advertising - ATAX Eligible	
6611 · Print, News Papers	8,774.00
6612 · Magazine	12,850.00
6613 · Digital	8,156.02
6614 · Television	13,875.36
6615 · Radio	7,499.74
6616 · Contextual / Re-Direct	611.98
6617 · Social Media	25,855.06
6618 · Email	5,065.16
6619 · Other Advertising	55,180.08
6619.01 · Advertising Management	13,285.00
6610 · Advertising - ATAX Eligible - Other	1,098.42
Total 6610 · Advertising - ATAX Eligible	152,250.82
6630 · Wine & Food Fest Expenses	
6631 · Ticketing Fees	9,823.50
6632 · Logistics	13,000.00
6634 · Trash & Recycling	4,747.28
6635 · Audio, Visual, Etc.	4,231.56
6635.1 · Photography	2,000.00
6636 · Tables, Chairs, Furniture, Etc.	22,162.16
6637 · Tents, Etc.	53,060.92
6638 · Restroom Services	11,384.16
6642 · Food & Beverage	6,729.35
6644 · Glassware	18,924.93
6645 · Entertainment	2,400.00
6646 · Insurance	7,667.00
6647 · Facility Rental	1,979.44
6649 · Beaufort County Sheriff	97.00
6652 · Ice	2,515.63
6653 · Survey	1,500.00
6654 · Printing	
6655 · Programs	1,400.00
6656 · Maps	1,130.05
6657 · Signs	9,000.20
6658 · Other Printing	337.64
Total 6654 · Printing	11,867.89
6659 · Security	3,810.00
6660 · Retail Tent Expenses	
6661 · Retail Wine Cost	4,821.15
6662 · Merchandise For Sale	4,090.00
Total 6660 · Retail Tent Expenses	8,911.15
6664 · Licenses	335.00
6667 · Event Food & Beverage	16,989.30
6668 · Wine	6,645.21
6669 · Volunteer T-Shirts	1,592.00
6670 · Give Away Item For Survey	1,229.86
6673 · Travel Expenses	578.00
6676 · Awards / Medals	1,646.92
6679 · Enofile Expenses	1,440.00
6680 · Office Expenses	517.46
6681 · Other Event Expenses	4,398.34
Total 6630 · Wine & Food Fest Expenses	222,184.06
6666 · Judging Expenses	1,846.53
Total 6600 · WineFestival Production Costs	461,366.76
6682 · Bank & Credit Card Fees	7,490.74

11:00 AM

08/31/22

Accrual Basis

Hilton Head Hospitality Association

Profit & Loss

July 2021 through June 2022

	<u>Jul '21 - Jun 22</u>
6683 · Special Events Expense	
6654.01 · Stay Gold Event Expense	21,538.03
6654.04 · OLLI Event Expenses	683.10
	<hr/>
Total 6683 · Special Events Expense	22,221.13
6684 · Equipment	389.98
6686 · Postage	258.98
6688 · Professional Fees - Accounting	700.00
6691 · Supplies & Misc. Expense	1,750.15
6693 · Website Maintenance	2,000.00
6697 · Office & Storage Facility Rent	11,400.00
	<hr/>
Total 6100 · Program and Festivals Expense	513,577.74
9999 · 9999 Unknown	17,834.77
	<hr/>
Total Expense	531,412.51
	<hr/>
Net Income	108,919.69
	<hr/> <hr/>

Hilton Head Hospitality Association

Profit & Loss

08/29/21

July 2020 through June 2021

Accrual Basis

	Jul '20 - Jun 21
Income	
4100 · Programs and Festivals	
4600 · WineFestival Income	
4605 · Intrn'l Wine Judging Entries	17,365.01
4606 · Admissions	
4612 · Unassigned Receipts	50,102.18
Total 4606 · Admissions	50,102.18
Total 4600 · WineFestival Income	67,467.19
4616 · Public Tasting Auction	2,707.00
4655 · Grants	
4656 · Town of HHI ATAX	53,453.13
4657 · Beaufort County ATAX	10,000.00
Total 4655 · Grants	63,453.13
Total 4100 · Programs and Festivals	133,627.32
Total Income	133,627.32
Expense	
6100 · Program and Festivals Expense	
6500 · Scholarship Expense	4,000.00
6600 · WineFestival Production Costs	
6602 · Marketing & PR	
6606 · Other Marketing & PR	24,000.00
Total 6602 · Marketing & PR	24,000.00
6606.5 · Direct Administrative Expense	
6607 · Festival Director	27,000.00
6608 · Other Direct Administrative	2,240.00
Total 6606.5 · Direct Administrative Expense	29,240.00
6610 · Advertising - ATAX Eligible	
6612 · Magazine	1,500.00
6613 · Digital	1,175.30
6615 · Radio	875.00
6617 · Social Media	12,650.00
6618 · Email	276.00
6619 · Other Advertising	24,951.80
Total 6610 · Advertising - ATAX Eligible	41,428.10
6630 · Wine & Food Fest Expenses	
6632 · Logistics	3,000.00
6639 · Transportation	-730.00
6646 · Insurance	-3,624.14
6673 · Travel Expenses	460.40
6674 · Lodging	1,185.48
6676 · Awards / Medals	1,815.48
6677 · Postage For Awards	256.00
6678 · Reception Expenses	425.00
6679 · Enofile Expenses	1,440.00
6680 · Office Expenses	456.00
Total 6630 · Wine & Food Fest Expenses	4,684.22
6666 · Judging Expenses	99.17
Total 6600 · WineFestival Production Costs	99,451.49

Hilton Head Hospitality Association

Profit & Loss

08/29/21

July 2020 through June 2021

Accrual Basis

	<u>Jul '20 - Jun 21</u>
6682 · Bank & Credit Card Fees	880.07
6685 · Insurance	1,606.00
6686 · Postage	254.00
6688 · Professional Fees - Accounting	1,000.00
6691 · Supplies & Misc. Expense	1,196.45
6693 · Website Maintenance	480.57
6695 · Telephone & Internet	294.96
6697 · Office & Storage Facility Rent	11,400.00
Total 6100 · Program and Festivals Expense	<u>120,563.54</u>
Total Expense	<u>120,563.54</u>
Net Income	<u><u>13,063.78</u></u>

IRS e-file Signature Authorization for an Exempt Organization

For calendar year 2020, or fiscal year beginning Jul 1, 2020, and ending Jun 30, 2021.

▶ Do not send to the IRS. Keep for your records.

▶ Go to www.irs.gov/Form8879EO for the latest information.

2020

Department of the Treasury
Internal Revenue Service

Name of exempt organization or person subject to tax HILTON HEAD AREA HOSPITALITY ASSOCIATION	Taxpayer identification number 57-0798565
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Name and title of officer or person subject to tax
SCOTT ENTRUP, PRESIDENT

Part I Type of Return and Return Information (Whole Dollars Only)

Check the box for the return for which you are using this Form 8879-EO and enter the applicable amount, if any, from the return. If you check the box on line 1a, 2a, 3a, 4a, 5a, 6a, or 7a below, and the amount on that line for the return being filed with this form was blank, then leave line 1b, 2b, 3b, 4b, 5b, 6b, or 7b, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. Do not complete more than one line in Part I.

1a Form 990 check here ▶ <input checked="" type="checkbox"/>	b Total revenue, if any (Form 990, Part VIII, column (A), line 12)	1b	133,628.
2a Form 990-EZ check here ▶ <input type="checkbox"/>	b Total revenue, if any (Form 990-EZ, line 9)	2b	
3a Form 1120-POL check here ▶ <input type="checkbox"/>	b Total tax (Form 1120-POL, line 22)	3b	
4a Form 990-PF check here ▶ <input type="checkbox"/>	b Tax based on investment income (Form 990-PF, Part VI, line 5)	4b	
5a Form 8868 check here ▶ <input type="checkbox"/>	b Balance due (Form 8868, line 3c)	5b	
6a Form 990-T check here ▶ <input type="checkbox"/>	b Total tax (Form 990-T, Part III, line 4)	6b	
7a Form 4720 check here ▶ <input type="checkbox"/>	b Total tax (Form 4720, Part III, line 1)	7b	

Part II Declaration and Signature Authorization of Officer or Person Subject to Tax

Under penalties of perjury, I declare that I am an officer of the above organization or I am a person subject to tax with respect to (name of organization) _____, (EIN) _____ and that I have examined a copy of the 2020 electronic return and accompanying schedules and statements, and, to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the electronic return and, if applicable, the consent to electronic funds withdrawal.

PIN: check one box only

I authorize _____ to enter my PIN

--	--	--	--	--

 as my signature

ERO firm name

Enter five numbers, but do not enter all zeros

on the tax year 2020 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

As an officer or person subject to tax with respect to the organization, I will enter my PIN as my signature on the tax year 2020 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Signature of officer or person subject to tax ▶ Date ▶ **11.03.2021**

Part III Certification and Authentication

ERO's EFIN/PIN. Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

5	7	0	4	1	2	5	1	3	5	5
---	---	---	---	---	---	---	---	---	---	---

Do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2020 electronically filed return indicated above. I confirm that I am submitting this return in accordance with the requirements of Pub. 4163, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature ▶ Date ▶ **11/02/2021**

**ERO Must Retain This Form — See Instructions
Do Not Submit This Form to the IRS Unless Requested To Do So**

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

2020

Department of the Treasury
Internal Revenue Service

▶ 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.

Open to Public Inspection

A For the **2020** calendar year, or tax year beginning **Jul 1**, 2020, and ending **Jun 30**, 2021

B Check if applicable:
 Address change
 Name change
 Initial return
 Final return/terminated
 Amended return
 Application pending

C Name of organization **HILTON HEAD AREA HOSPITALITY ASSOCIATION**
 Doing business as **HILTON HEAD ISLAND WINE & FOOD, INC.**
 Number and street (or P.O. box if mail is not delivered to street address) Room/suite
POST OFFICE BOX 5097
 City or town, state or province, and ZIP or foreign postal code
HILTON HEAD ISLAND, SC 29938

D Employer identification number
57-0798565

E Telephone number
(843) 686-4944

G Gross receipts \$ **133,628.**

F Name and address of principal officer:
SCOTT ENTRUP, POST OFFICE BOX 5097, HILTON HEAD ISLAND, SC 29938

H(a) Is this a group return for subordinates? Yes No
H(b) Are all subordinates included? Yes No
 If "No," attach a list. See instructions

I Tax-exempt status: 501(c)(3) 501(c)(**6**) ◀ (insert no.) 4947(a)(1) or 527

J Website: ▶ www.hiltonheadhospitalityassociation.com

K Form of organization: Corporation Trust Association Other ▶ **L** Year of formation: **1995** **M** State of legal domicile: **SC**

H(c) Group exemption number ▶

Part I Summary

Activities & Governance	1	Briefly describe the organization's mission or most significant activities: <u>TO PROMOTE THE HILTON HEAD ISLAND, SC HOSPITALITY INDUSTRY</u>		
	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	10
	4	Number of independent voting members of the governing body (Part VI, line 1b)	4	10
	5	Total number of individuals employed in calendar year 2020 (Part V, line 2a)	5	0
	6	Total number of volunteers (estimate if necessary)	6	150
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	0.
	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)	352,326.	133,628.
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)		
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		0.
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	352,326.	133,628.
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	28,000.	4,000.
	14	Benefits paid to or for members (Part IX, column (A), line 4)		
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		
	16a	Professional fundraising fees (Part IX, column (A), line 11e)		
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶		0.
	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	326,663.	111,564.
	18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	354,663.	115,564.	
	19 Revenue less expenses. Subtract line 18 from line 12	-2,337.	18,064.	
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)	131,931.	149,495.
	22	Net assets or fund balances. Subtract line 21 from line 20	500.	0.
		131,431.	149,495.	

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: SCOTT ENTRUP, PRESIDENT Date: 11/04/2021
 Type or print name and title

Paid Preparer Use Only

Print/Type preparer's name: HUBERT L BERNHEIM Prepare's signature: [Signature] Date: 11/04/2021 Check if self-employed PTIN: P01284405
 Firm's name ▶ HUBERT L. BERNHEIM, CPA Firm's EIN ▶ 36-2750133
 Firm's address ▶ POST OFFICE DRAWER NINE, HILTON HEAD ISLAND, SC 29938 Phone no. (843) 671-6005

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:

TO PROMOTE THE HILTON HEAD ISLAND, SC HOSPITALITY INDUSTRY

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

PRODUCTION OF WINE AND FOOD FESTIVAL

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 **▶**

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> 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? <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 See instructions</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

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>		X
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?	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 0		
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)	2b	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a	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	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)?	4a	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?	5a	X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b	X
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?	6a	X
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?	8	
9	Sponsoring organizations maintaining donor advised funds.		
a	Did the sponsoring organization make any taxable distributions under section 4966?	9a	
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	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	
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	

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 1a 10		
	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.		
b	Enter the number of voting members included on line 1a, above, who are independent 1b 10		
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? <i>If "Yes," provide the names and addresses on Schedule O</i>		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?		
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? <i>If "No," go to line 13</i>		X
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?		
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>		
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
b	Other officers or key employees of the organization		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?		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?		

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 ►
 SCOTT ENTRUP, POST OFFICE BOX 5097, HILTON HEAD ISLAND, SC 29938 (843) 686-4944

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) SCOTT ENTRUP PRESIDENT & DIRECTOR	4.00	X		X				0.	0.	0.
(2) SANDRA BENSON VICE PRES & DIRECTOR	3.00	X		X				0.	0.	0.
(3) SARAH MORGOT SECRETARY	2.00	X		X				0.	0.	0.
(4) GARY WHITEHEAD DIRECTOR	2.00	X						0.	0.	0.
(5) DREW LAUGHLIN DIRECTOR	2.00	X						0.	0.	0.
(6) ED BROWN DIRECTOR	2.00	X						0.	0.	0.
(7) CHRISTOPHER TASSONE DIRECTOR	2.00	X						0.	0.	0.
(8) MIKE KAUP DIRECTOR	2.00	X						0.	0.	0.
(9) JAMES HILL DIRECTOR	2.00	X						0.	0.	0.
(10) ROBERT HOHMAN DIRECTOR	2.00	X						0.	0.	0.
(11)										
(12)										
(13)										
(14)										

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			
(15)										
(16)										
(17)										
(18)										
(19)										
(20)										
(21)										
(22)										
(23)										
(24)										
(25)										
1b Subtotal							0.	0.	0.	
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)							0.	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 **0**

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>		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? <i>If "Yes," complete Schedule J for such individual</i>		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? <i>If "Yes," complete Schedule J for such person</i>		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						
	1b	Membership dues						
	1c	Fundraising events					70,175.	
	1d	Related organizations						
	1e	Government grants (contributions)					63,453.	
	1f	All other contributions, gifts, grants, and similar amounts not included above						
	1g	Noncash contributions included in lines 1a-1f					\$	
	h	Total. Add lines 1a-1f ▶					133,628.	
Program Service Revenue			Business Code					
	2a						
	b						
	c						
	d						
	e						
	f	All other program service revenue						
g	Total. Add lines 2a-2f ▶							
Other Revenue	3	Investment income (including dividends, interest, and other similar amounts) ▶						
	4	Income from investment of tax-exempt bond proceeds ▶						
	5	Royalties ▶						
	6a	Gross rents						
			6a	(i) Real				(ii) Personal
			6b	Less: rental expenses				
			6c	Rental income or (loss)				
	d	Net rental income or (loss) ▶						
	7a	Gross amount from sales of assets other than inventory						
			7a	(i) Securities				(ii) Other
			7b	Less: cost or other basis and sales expenses				
			7c	Gain or (loss)				
	d	Net gain or (loss) ▶						
	8a	Gross income from fundraising events (not including \$ <u>70,175.</u> of contributions reported on line 1c). See Part IV, line 18						
			8a					
			8b	Less: direct expenses				
	c	Net income or (loss) from fundraising events . . . ▶						
9a	Gross income from gaming activities. See Part IV, line 19							
		9a						
		9b	Less: direct expenses					
c	Net income or (loss) from gaming activities . . . ▶							
10a	Gross sales of inventory, less returns and allowances							
		10a						
		10b	Less: cost of goods sold					
c	Net income or (loss) from sales of inventory . . . ▶							
Miscellaneous Revenue			Business Code					
	11a						
	b						
	c						
	d	All other revenue		0.	0.	0.	0.	
e	Total. Add lines 11a-11d ▶		0.					
12	Total revenue. See instructions ▶		133,628.	0.	0.	0.		

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	4,000.	4,000.		
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				
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				
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9 Other employee benefits				
10 Payroll taxes				
11 Fees for services (nonemployees):				
a Management				
b Legal				
c Accounting	1,000.		1,000.	
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 Schedule O.)				
12 Advertising and promotion				
13 Office expenses	2,077.		2,077.	
14 Information technology				
15 Royalties				
16 Occupancy	11,400.		11,400.	
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				
23 Insurance	1,606.		1,606.	
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 POSTAGE	254.		254.	0.
b TELEPHONE	295.		295.	
c WEBSITE MAINTENANCE	481.		481.	
d FESTIVAL PRODUCTION COST	94,451.	94,451.		
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	115,564.	98,451.	17,113.	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) Beginning of year		(B) End of year
Assets	1 Cash—non-interest-bearing	108,789.	1	119,240.
	2 Savings and temporary cash investments		2	
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net	23,142.	4	30,255.
	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		9	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a		
	b Less: accumulated depreciation	10b		10c
	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)		131,931.	16	149,495.
Liabilities	17 Accounts payable and accrued expenses	500.	17	0.
	18 Grants payable		18	
	19 Deferred revenue		19	
	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		500.	26
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 27, 28, 32, and 33.			
	27 Net assets without donor restrictions		27	
	28 Net assets with donor restrictions		28	
	Organizations that do not follow FASB ASC 958, check here <input checked="" 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	131,431.	31	149,495.
32 Total net assets or fund balances	131,431.	32	149,495.	
33 Total liabilities and net assets/fund balances	131,931.	33	149,495.	

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	133,628.
2	Total expenses (must equal Part IX, column (A), line 25)	2	115,564.
3	Revenue less expenses. Subtract line 2 from line 1	3	18,064.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	131,431.
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	149,495.

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 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.		
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.		

Return of Organization Exempt From Income Tax

OMB No. 1545-0047

2019

Open to Public Inspection

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:
 Address change
 Name change
 Initial return
 Final return/terminated
 Amended return
 Application pending

C Name of organization **HILTON HEAD AREA HOSPITALITY ASSOCIATION**
 Doing business as **HILTON HEAD ISLAND WINE & FOOD, INC.**
 Number and street (or P.O. box if mail is not delivered to street address) Room/suite
P.O. BOX 5097
 City or town, state or province, country, and ZIP or foreign postal code
HILTON HEAD ISLAND, SC 29938-5097

D Employer identification number
57-0798565

E Telephone number
(843) 301-9256

F Name and address of principal officer:
SCOTT ENTRUP, SC 29938

G Gross receipts \$ **352,326.**

H(a) Is this a group return for subordinates? Yes No
H(b) Are all subordinates included? Yes No
 If "No," attach a list. (see instructions)

I Tax-exempt status: 501(c)(3) 501(c) (**6**) ◀ (insert no.) 4947(a)(1) or 527

J Website: ▶ **www.hiltonheadhospitalityassociation.com**

K Form of organization: Corporation Trust Association Other ▶

L Year of formation: **1995**

M State of legal domicile: **SC**

H(c) Group exemption number ▶

Part I Summary

Activities & Governance	1	Briefly describe the organization's mission or most significant activities: <u>TO PROMOTE THE HILTON HEAD, SC HOSPITALITY INDUSTRY.</u>		
	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	14
	4	Number of independent voting members of the governing body (Part VI, line 1b)	4	14
	5	Total number of individuals employed in calendar year 2019 (Part V, line 2a)	5	0
	6	Total number of volunteers (estimate if necessary)	6	50
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	
b	Net unrelated business taxable income from Form 990-T, line 39	7b	0.	
Revenue	8	Contributions and grants (Part VIII, line 1h)	Prior Year 342,330.	Current Year 352,326.
	9	Program service revenue (Part VIII, line 2g)		
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)		
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	342,330.	352,326.
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1–3)	9,500.	28,000.
	14	Benefits paid to or for members (Part IX, column (A), line 4)		
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)		
	16a	Professional fundraising fees (Part IX, column (A), line 11e)		
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶		
	17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	331,290.	326,163.
	18	Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	340,790.	354,163.
19	Revenue less expenses. Subtract line 18 from line 12	1,540.	-1,837.	
Net Assets or Fund Balances	20	Total assets (Part X, line 16)	Beginning of Current Year 134,768.	End of Year 136,931.
	21	Total liabilities (Part X, line 26)	1,000.	500.
	22	Net assets or fund balances. Subtract line 21 from line 20	133,768.	136,431.

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: _____
SCOTT ENTRUP, PRESIDENT
 Type or print name and title

Paid Preparer Use Only

Print/Type preparer's name: MONTE D. LEATH CPA Preparer's signature: _____ Date: 09/22/2020 Check if self-employed PTIN: P01200574
 Firm's name ▶ MONTE D. LEATH, CPA Firm's EIN ▶ 26-2234282
 Firm's address ▶ 7 HEARTWOOD COURT, BLUFFTON, SC 29910 Phone no. (843) 301-6770

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:
TO PROMOTE THE HILTON HEAD, SC
HOSPITALITY INDUSTRY.

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 \$ 325,243. including grants of \$ 28,000.) (Revenue \$ _____)
Production of Wine & Food Festival.

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 ▶ 325,243.

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> (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? <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 (see instructions)</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	

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>		X
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?	X	

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

Table with 16 main rows (2a-16) and sub-rows (a, b, c, etc.). Columns include question text, input fields (e.g., 2a, 2b, 3a, 3b, 4a, 4b, 5a, 5b, 5c, 6a, 6b, 7a, 7b, 7c, 7d, 7e, 7f, 7g, 7h, 8, 9a, 9b, 10a, 10b, 11a, 11b, 12a, 12b, 13a, 13b, 13c, 14a, 14b, 15, 16), and Yes/No columns. Includes instructions for various IRS forms and tax compliance.

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.		
1b	Enter the number of voting members included on line 1a, above, who are independent		
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
7b	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:		
8a	The governing body?	X	
8b	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
10b	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?		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	X	
11b	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
12b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?		
12c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done		
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?		
15a	The organization's CEO, Executive Director, or top management official		X
15b	Other officers or key employees of the organization		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?		X
16b	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?		

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 ►
 SCOTT ENTRUP, P.O. BOX 5097, HILTON HEAD, SC 29938 (843)686-4944

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) SCOTT ENTRUP PRES. & DIRECTOR	10.00	X		X			0.	0.	0.	
(2) SANDRA BENSON VICE PRES - DIRECTOR	5.00	X		X			0.	0.	0.	
(3) BEN NELSON DIRECTOR	3.00	X		X			0.	0.	0.	
(4) GARY WHITEHEAD DIRECTOR	2.00	X					0.	0.	0.	
(5) ED BROWN DIRECTOR	2.00	X					0.	0.	0.	
(6) THOMAS HINES DIRECTOR	2.00	X					0.	0.	0.	
(7) DREW LAUGHLIN DIRECTOR	2.00	X					0.	0.	0.	
(8) LAURIE NIHISER FULTZ DIRECTOR	2.00	X					0.	0.	0.	
(9) BOB HOHMAN DIRECTOR	2.00	X					0.	0.	0.	
(10) SARAH MORGRET DIRECTOR	2.00	X					0.	0.	0.	
(11) NIZA HALL DIRECTOR	2.00	X					0.	0.	0.	
(12) MIKE KAUP DIRECTOR	2.00	X					0.	0.	0.	
(13) CHRIS TASSONE DIRECTOR	2.00	X					0.	0.	0.	
(14) JAMES HILL DIRECTOR	2.00	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 (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			
(15)										
(16)										
(17)										
(18)										
(19)										
(20)										
(21)										
(22)										
(23)										
(24)										
(25)										
1b Subtotal							0.	0.	0.	
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)							0.	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 **0**

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>		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? <i>If "Yes," complete Schedule J for such individual</i>		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? <i>If "Yes," complete Schedule J for such person</i>		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 225,887.				
	d Related organizations	1d				
	e Government grants (contributions)	1e 126,439.				
	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 ▶		352,326.			
	Program Service Revenue			Business Code		
2a -----						
b -----						
c -----						
d -----						
e -----						
f All other program service revenue						
g Total. Add lines 2a-2f ▶						
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts) ▶					
	4 Income from investment of tax-exempt bond proceeds ▶					
	5 Royalties ▶					
	6a Gross rents	6a	(i) Real	(ii) Personal		
			b Less: rental expenses	6b		
			c Rental income or (loss)	6c		
			d Net rental income or (loss) ▶			
	7a Gross amount from sales of assets other than inventory	7a	(i) Securities	(ii) Other		
			b Less: cost or other basis and sales expenses	7b		
			c Gain or (loss)	7c		
			d Net gain or (loss) ▶			
	8a Gross income from fundraising events (not including \$ 225,887. of contributions reported on line 1c). See Part IV, line 18	8a				
	b Less: direct expenses	8b				
	c Net income or (loss) from fundraising events ▶					
	9a Gross income from gaming activities. See Part IV, line 19	9a				
	b 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			Business Code			
	11a -----					
	b -----					
	c -----					
	d All other revenue					
e Total. Add lines 11a-11d ▶						
12 Total revenue. See instructions ▶		352,326.				

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	28,000.	28,000.		
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				
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				
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9 Other employee benefits				
10 Payroll taxes				
11 Fees for services (nonemployees):				
a Management				
b Legal	1,977.		1,977.	
c Accounting	6,250.		6,250.	
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 Schedule O.)				
12 Advertising and promotion				
13 Office expenses	17,069.		17,069.	
14 Information technology				
15 Royalties				
16 Occupancy				
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				
23 Insurance	3,624.		3,624.	
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 FESTIVAL PRODUCTION COSTS	297,243.	297,243.		
b				
c				
d				
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	354,163.	325,243.	28,920.	
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) Beginning of year		(B) End of year
Assets	1 Cash—non-interest-bearing	120,316.	1	113,789.
	2 Savings and temporary cash investments		2	
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net	14,452.	4	23,142.
	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		9	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a		
	b Less: accumulated depreciation	10b		10c
	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)		134,768.	16	136,931.
Liabilities	17 Accounts payable and accrued expenses	1,000.	17	500.
	18 Grants payable		18	
	19 Deferred revenue		19	
	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		1,000.	26
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 27, 28, 32, and 33.			
	27 Net assets without donor restrictions		27	
	28 Net assets with donor restrictions		28	
	Organizations that do not follow FASB ASC 958, check here <input checked="" 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	133,768.	31	136,431.
32 Total net assets or fund balances	133,768.	32	136,431.	
33 Total liabilities and net assets/fund balances	134,768.	33	136,931.	

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	352,326.
2	Total expenses (must equal Part IX, column (A), line 25)	2	354,163.
3	Revenue less expenses. Subtract line 2 from line 1	3	-1,837.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	133,768.
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	131,931.

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 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.		
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.		

**SCHEDULE I
(Form 990)**

**Grants and Other Assistance to Organizations,
Governments, and Individuals in the United States**

OMB No. 1545-0047

2019

**Open to Public
Inspection**

Department of the Treasury
Internal Revenue Service

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

▶ Attach to Form 990.

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

Name of the organization

HILTON HEAD AREA HOSPITALITY ASSOCIATION

Employer identification number

57-0798565

Part I General Information on Grants and Assistance

- 1** Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? **Yes** **No**
- 2** Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments. Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section (if applicable)	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of noncash assistance	(h) Purpose of grant or assistance
(1) UN OF SC - BLUFFTON BLUFFTON CAMPUS BLUFFTON SC 29909	N/A		8,000.				EDUCATION
(2) TECHNICAL COLLEGE OF THE LOWCOUNTRY BLUFFTON SC 29909	N/A		20,000.				EDUCATION
(3)							
(4)							
(5)							
(6)							
(7)							
(8)							
(9)							
(10)							
(11)							
(12)							

- 2** Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ▶
- 3** Enter total number of other organizations listed in the line 1 table ▶

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

Schedule I (Form 990) (2019)

Part III Grants and Other Assistance to Domestic Individuals. Complete if the organization answered "Yes" on Form 990, Part IV, line 22.
Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of noncash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of noncash assistance
1					
2					
3					
4					
5					
6					
7					

Part IV Supplemental Information. Provide the information required in Part I, line 2; Part III, column (b); and any other additional information.

Pt III, col (b): RECEIPIENTS OF GRANTS ARE ALL UNMITED STATES ORGANIZATIONS AND ACCOUNT
 TO THE HOSPITALITY ASSOCIATION FOR ALL FUNDS DISBURSED.

**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 AREA HOSPITALITY ASSOCIATION

Employer identification number

57-0798565

Pt VI, Line 11b: A copy of the Form 990 is furnished to each board member for
review prior to being approved by the board and the mailing of the Form 990 to
the Internal Revenue Service.

Pt VI, Line 19: A copy of the Form 990 is available at the organization's office
for anyone requesting to view of copy of the Form 990 and the Form 990 is available
for viewing on the website of GuideStar.

COPY

Return of Organization Exempt From Income Tax

2018

Open to Public Inspection

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.

Department of the Treasury
Internal Revenue Service

A For the 2018 calendar year, or tax year beginning Jul 1, 2018, and ending Jun 30, 2019

B Check if applicable:
 Address change
 Name change
 Initial return
 Final return/terminated
 Amended return
 Application pending

C Name of organization HILTON HEAD AREA HOSPITALITY ASSOCIATION
 Doing business as HILTON HEAD ISLAND WINE & FOOD, INC.
 Number and street (or P.O. box if mail is not delivered to street address) Room/suite
P.O. BOX 5097
 City or town, state or province, country, and ZIP or foreign postal code
HILTON HEAD ISLAND, SC 29938-5097

D Employer identification number
57-0798565

E Telephone number
(843) 686-4944

G Gross receipts \$ 342,330.

F Name and address of principal officer:
TOM HINES, P.O. BOX 5097, HILTON HEAD, SC 29938

H(a) Is this a group return for subordinates? Yes No
H(b) Are all subordinates included? Yes No
 If "No," attach a list. (see instructions)

I Tax-exempt status: 501(c)(3) 501(c) (6) ◀ (insert no.) 4947(a)(1) or 527

J Website: ▶ www.hiltonheadhospitalityassociation.com

H(c) Group exemption number ▶

K Form of organization: Corporation Trust Association Other ▶

L Year of formation: 1995 **M** State of legal domicile: SC

Part I Summary

Activities & Governance	1	Briefly describe the organization's mission or most significant activities: <u>TO PROMOTE THE HILTON HEAD, SC HOSPITALITY INDUSTRY.</u>		
	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	13
	4	Number of independent voting members of the governing body (Part VI, line 1b)	4	13
	5	Total number of individuals employed in calendar year 2018 (Part V, line 2a)	5	
	6	Total number of volunteers (estimate if necessary)	6	50
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	
	b Net unrelated business taxable income from Form 990-T, line 38	7b	0.	
Revenue	8	Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9	Program service revenue (Part VIII, line 2g)	333,836.	342,330.
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)		
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	333,836.	342,330.
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1–3)		9,500.
	14	Benefits paid to or for members (Part IX, column (A), line 4)		
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)		
	16a	Professional fundraising fees (Part IX, column (A), line 11e)		
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶		0.
	17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	319,984.	331,290.
	18	Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	319,984.	340,790.
19	Revenue less expenses. Subtract line 18 from line 12	13,852.	1,540.	
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)	131,728.	134,768.
	22	Net assets or fund balances. Subtract line 21 from line 20	-500.	1,000.
		132,228.	133,768.	

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 _____
SCOTT ENTRUP, PRESIDENT
 Type or print name and title

Paid Preparer Use Only

Print/Type preparer's name Preparer's signature Date Check if self-employed PTIN
MONTE D. LEATH CPA _____ 09/28/2019 P01200574

Firm's name ▶ MONTE D. LEATH, CPA Firm's EIN ▶ 26-2234282
 Firm's address ▶ 7 HEARTWOOD COURT, BLUFFTON, SC 29910 Phone no. (843) 301-6770

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:
TO PROMOTE THE HILTON HEAD, SC
HOSPITALITY INDUSTRY.

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 \$ 340,790. including grants of \$ 9,500.) (Revenue \$ 342,330.)
Production of Wine & Food Festival.

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 **▶** 340,790.

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> (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? <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 (see instructions)</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	

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>		X
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?	X	

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

Table with columns for question number, question text, and Yes/No response boxes. Includes questions 2a through 16 regarding employee reporting, tax returns, unrelated business income, foreign accounts, prohibited transactions, and charitable contributions.

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		
	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.		
1b	Enter the number of voting members included in line 1a, above, who are independent		
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, or 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
7b	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:		
8a	The governing body?	X	
8b	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 in Schedule O		

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
10b	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?		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	X	
11b	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
12b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?		
12c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done		
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?		
15a	The organization's CEO, Executive Director, or top management official		X
15b	Other officers or key employees of the organization		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?		X
16b	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?		

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 ►
 TOM HINES, P.O. BOX 5097, HILTON HEAD, SC 29938 (843)686-4944

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 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) SCOTT ENTRUP PRES. & DIRECTOR	10.00	X		X			0.	0.	0.	
(2) SANDY BENSON VICE PRES - DIRECTOR	5.00	X		X			0.	0.	0.	
(3) MATHEW ROHER SECRETARY & DIRECTOR	3.00	X		X			0.	0.	0.	
(4) GARY WHITEHEAD DIRECTOR	2.00	X					0.	0.	0.	
(5) ED BROWN DIRECTOR	2.00	X					0.	0.	0.	
(6) THOMAS HINES DIRECTOR	2.00	X					0.	0.	0.	
(7) DREW LAUGHLIN DIRECTOR	2.00	X					0.	0.	0.	
(8) LAURIE NIHISER FULTZ DIRECTOR	2.00	X					0.	0.	0.	
(9) BOB HOHMAN DIRECTOR	2.00	X					0.	0.	0.	
(10) SARAH MORGRET DIRECTOR	2.00	X					0.	0.	0.	
(11) NIZA HALL DIRECTOR	2.00	X					0.	0.	0.	
(12) MIKE KAUP DIRECTOR	2.00	X					0.	0.	0.	
(13) CHRIS TASSONE DIRECTOR	2.00	X					0.	0.	0.	
(14)										

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 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			
(15)										
(16)										
(17)										
(18)										
(19)										
(20)										
(21)										
(22)										
(23)										
(24)										
(25)										
1b Sub-total							0.	0.	0.	
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)							0.	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 ▶

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>		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? <i>If "Yes," complete Schedule J for such individual</i>		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? <i>If "Yes," complete Schedule J for such person</i>		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 ▶

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	224,232.			
	d Related organizations	1d				
	e Government grants (contributions)	1e	118,098.			
	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		342,330.			
Program Service Revenue	2a Business Code					
	b -----					
	c -----					
	d -----					
	e -----					
	f All other program service revenue .					
	g Total. Add lines 2a-2f					
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)					
	4 Income from investment of tax-exempt bond proceeds					
	5 Royalties					
	6a Gross rents	(i) Real	(ii) Personal			
	b Less: rental expenses					
	c Rental income or (loss)					
	d Net rental income or (loss)					
	7a Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other			
	b Less: cost or other basis and sales expenses					
	c Gain or (loss)					
	d Net gain or (loss)					
	8a Gross income from fundraising events (not including \$ <u>224,232.</u> 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					
	9a Gross income from gaming activities. See Part IV, line 19	a				
b Less: direct expenses	b					
c Net income or (loss) from gaming activities						
10a 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				
11a -----						
b -----						
c -----						
d All other revenue						
e Total. Add lines 11a-11d						
12 Total revenue. See instructions			342,330.			

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	9,500.	9,500.		
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				
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				
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9 Other employee benefits				
10 Payroll taxes				
11 Fees for services (non-employees):				
a Management				
b Legal	615.	0.	615.	0.
c Accounting				
d Lobbying	6,250.	0.	6,250.	0.
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 Schedule O.)				
12 Advertising and promotion				
13 Office expenses	4,093.	0.	4,093.	0.
14 Information technology				
15 Royalties				
16 Occupancy	10,600.	0.	10,600.	0.
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				
23 Insurance	1,606.	0.	1,606.	0.
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 FESTIVAL PRODUCTION COSTS	308,126.	308,126.	0.	0.
b -----				
c -----				
d -----				
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	340,790.	317,626.	23,164.	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) Beginning of year		(B) End of year
Assets	1 Cash—non-interest-bearing	125,170.	1	120,316.
	2 Savings and temporary cash investments		2	
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net	6,558.	4	14,452.
	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 instructions). Complete Part II of Schedule L		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges		9	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a		
	b Less: accumulated depreciation	10b		10c
	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 34)		131,728.	16	134,768.
Liabilities	17 Accounts payable and accrued expenses	-500.	17	1,000.
	18 Grants payable		18	
	19 Deferred revenue		19	
	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 current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		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		-500.	26
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets		27	
	28 Temporarily restricted net assets		28	
	29 Permanently restricted net assets		29	
	Organizations that do not follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 30 through 34.			
	30 Capital stock or trust principal, or current funds		30	
	31 Paid-in or capital surplus, or land, building, or equipment fund		31	
	32 Retained earnings, endowment, accumulated income, or other funds	132,228.	32	133,768.
33 Total net assets or fund balances	132,228.	33	133,768.	
34 Total liabilities and net assets/fund balances	131,728.	34	134,768.	

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	342,330.
2	Total expenses (must equal Part IX, column (A), line 25)	2	340,790.
3	Revenue less expenses. Subtract line 2 from line 1	3	1,540.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	132,228.
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	
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	133,768.

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 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.		
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.		

SCHEDULE C
(Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No. 1545-0047

2018

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

For Organizations Exempt From Income Tax Under section 501(c) and section 527

▶ **Complete if the organization is described below.** ▶ **Attach to Form 990 or Form 990-EZ.**
▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

If the organization answered "Yes," on Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

If the organization answered "Yes," on Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

If the organization answered "Yes," on Form 990, Part IV, line 5 (Proxy Tax) (see separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (see separate instructions), then

- Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name of organization HILTON HEAD AREA HOSPITALITY ASSOCIATION	Employer identification number 57-0798565
--	--

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

- 1 Provide a description of the organization's direct and indirect political campaign activities in Part IV. (see instructions for definition of "political campaign activities")
- 2 Political campaign activity expenditures (see instructions) ▶ \$
- 3 Volunteer hours for political campaign activities (see instructions)

Part I-B Complete if the organization is exempt under section 501(c)(3).

- 1 Enter the amount of any excise tax incurred by the organization under section 4955 ▶ \$
- 2 Enter the amount of any excise tax incurred by organization managers under section 4955 ▶ \$
- 3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? Yes No
- 4a Was a correction made? Yes No
- b If "Yes," describe in Part IV.

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities ▶ \$
- 2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities ▶ \$
- 3 Total exempt function expenditures. Add lines 1 and 2. Enter here and on Form 1120-POL, line 17b ▶ \$
- 4 Did the filing organization file **Form 1120-POL** for this year? Yes No
- 5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV.

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0-.	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-.
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				

Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A** Check if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures).
- B** Check if the filing organization checked box A and "limited control" provisions apply.

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Filing organization's totals	(b) Affiliated group totals												
1a	Total lobbying expenditures to influence public opinion (grass roots lobbying)														
b	Total lobbying expenditures to influence a legislative body (direct lobbying)														
c	Total lobbying expenditures (add lines 1a and 1b)														
d	Other exempt purpose expenditures														
e	Total exempt purpose expenditures (add lines 1c and 1d)														
f	Lobbying nontaxable amount. Enter the amount from the following table in both columns.														
<table border="1" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">If the amount on line 1e, column (a) or (b) is:</th> <th style="text-align: left;">The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e.</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000.</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000.</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000.</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000.</td> </tr> </tbody> </table>		If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e.	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.	Over \$17,000,000	\$1,000,000.		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:														
Not over \$500,000	20% of the amount on line 1e.														
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.														
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.														
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.														
Over \$17,000,000	\$1,000,000.														
g	Grassroots nontaxable amount (enter 25% of line 1f)														
h	Subtract line 1g from line 1a. If zero or less, enter -0-														
i	Subtract line 1f from line 1c. If zero or less, enter -0-														
j	If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?		<input type="checkbox"/> Yes <input type="checkbox"/> No												

4-Year Averaging Period Under Section 501(h)
 (Some organizations that made a section 501(h) election do not have to complete all of the five columns below.
 See the separate instructions for lines 2a through 2f.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2015	(b) 2016	(c) 2017	(d) 2018	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column (e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

For each "Yes," response on lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.

	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state, or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?			
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?			
c Media advertisements?			
d Mailings to members, legislators, or the public?			
e Publications, or published or broadcast statements?			
f Grants to other organizations for lobbying purposes?			
g Direct contact with legislators, their staffs, government officials, or a legislative body?			
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			
i Other activities?			
j Total. Add lines 1c through 1i			
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?			
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?	<input checked="" type="checkbox"/>	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?		<input checked="" type="checkbox"/>
3 Did the organization agree to carry over lobbying and political campaign activity expenditures from the prior year?		<input checked="" type="checkbox"/>

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No," OR (b) Part III-A, line 3, is answered "Yes."

1 Dues, assessments and similar amounts from members	1	
2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a Current year	2a	
b Carryover from last year	2b	
c Total	2c	
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5 Taxable amount of lobbying and political expenditures (see instructions)	5	

Part IV Supplemental Information

Provide the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5; Part II-A (affiliated group list); Part II-A, lines 1 and 2 (see instructions); and Part II-B, line 1. Also, complete this part for any additional information.

**SCHEDULE I
(Form 990)**

**Grants and Other Assistance to Organizations,
Governments, and Individuals in the United States**

OMB No. 1545-0047

2018

**Open to Public
Inspection**

Department of the Treasury
Internal Revenue Service

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

▶ Attach to Form 990.

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

Name of the organization

HILTON HEAD AREA HOSPITALITY ASSOCIATION

Employer identification number

57-0798565

Part I General Information on Grants and Assistance

- 1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? Yes No
- 2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments. Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section (if applicable)	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of noncash assistance	(h) Purpose of grant or assistance
(1) UN OF SC - BLUFFTON BLUFFTON CAMPUS BLUFFTON SC 29909	N/A		7,500.				EDUCATION
(2) TECHNICAL COLLEGE OF THE LOWCOUNTRY BLUFFTON SC 29909	N/A		2,000.				EDUCATION
(3)							
(4)							
(5)							
(6)							
(7)							
(8)							
(9)							
(10)							
(11)							
(12)							

- 2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ▶
- 3 Enter total number of other organizations listed in the line 1 table ▶

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

Schedule I (Form 990) (2018)

**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 AREA HOSPITALITY ASSOCIATION

Employer identification number

57-0798565

Pt VI, Line 11b: A copy of the Form 990 is furnished to each board member for
review prior to being approved by the board and the mailing of the Form 990 to
the Internal Revenue Service.

Pt VI, Line 19: A copy of the Form 990 is available at the organization's office
for anyone requesting to view of copy of the Form 990 and the Form 990 is available
for viewing on the website of GuideStar.

draft

STATE OF SOUTH CAROLINA
SECRETARY OF STATE

STATE OF SOUTH CAROLINA
SECRETARY OF STATE
ORIGINAL FILED WITH THE

ARTICLES OF INCORPORATION
Nonprofit Corporation - Domestic
Filing Fee \$25.00

TYPE OR PRINT CLEARLY IN BLACK INK

Pursuant to S.C. Code of Laws §33-31-202, the undersigned corporation submits the following information:

1. The name of the nonprofit corporation is Hilton Head Island Wine and Food Inc.

2. The initial registered office (registered agent's address in SC) of the nonprofit corporation is
1591 Savannah Highway, Suite 201

Charleston	Charleston	South Carolina	29407
City	County	State	Zip Code

The name of the registered agent of the nonprofit corporation at that office is
United States Corporation Agents, Inc.

Print Name

I hereby consent to the appointment as registered agent of the corporation.

Agent's Signature Jacob Varghese, Assistant Secretary

3. Check "a", "b", or "c" whichever is applicable. Check only one box.

- a. The nonprofit corporation is a public benefit corporation.
- b. The nonprofit corporation is a religious corporation.
- c. The nonprofit corporation is a mutual benefit corporation.

4. Check "a" or "b", whichever is applicable.

- a. This corporation will have members.
- b. This corporation will not have members.

5. The address of the principal office of the nonprofit corporation is

40 Pond Drive

Hilton Head	Beaufort	SC	29926
City	County	State	Zip Code

111207-0201 FILED: 11/30/2011
HILTON HEAD ISLAND WINE AND FOOD INC.
Filing Fee: \$25.00 ORIG



6. If this nonprofit corporation is either a **public benefit** or **religious corporation** complete either "a" or "b", whichever is applicable, to describe how the remaining assets of the corporation will be distributed upon dissolution of the corporation. **If you are going to apply for 501(c)(3) status, you must complete section "a."**

a. Upon dissolution of the corporation, assets shall be distributed for one or more exempt purposes within the meaning of section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future Federal tax code, or shall be distributed to the Federal government, or to a state or local government, for a public purpose. Any such asset not so disposed of shall be disposed of by the Court of Common Pleas of the county in which the principal office of the corporation is then located, exclusively for such purposes or to such organization or organizations, as said court shall determine, which are organized and operated exclusively for such purposes.

If you choose to name a specific 501(c)(3) entity to which the assets should be distributed, please indicate the name of the selected entity.

OR

b. If the dissolved corporation is not described in Section 501(c)(3) of the Internal Code, upon dissolution of the corporation, the assets shall be distributed to one or more public benefit or religious corporations or to one or more of the entities described in (i) above.

If you chose to name a specific public benefit, religious corporation or 501(c)(3) entity to which the assets should be distributed, please indicate the name of the selected entity.

7. If the corporation is a **mutual benefit corporation** complete either "a" or "b", whichever is applicable, to describe how the (remaining) assets of the corporation will be distributed upon dissolution of the corporation.

a. Upon dissolution of the mutual benefit corporation, the (remaining) assets shall be distributed to its members, or if it has no members, to those persons to whom the corporation holds itself out as benefiting or serving.

b. Upon dissolution of the mutual benefit corporation, the (remaining) assets, consistent with the law, shall be distributed to

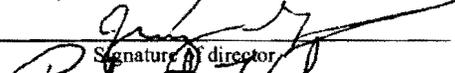
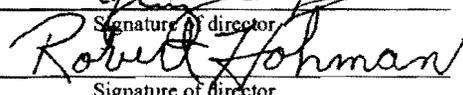
8. The optional provisions which the nonprofit corporation elects to include in the articles of incorporation are as follows (See S.C. Code of Laws §33-31-202(c)).

Please see attachment

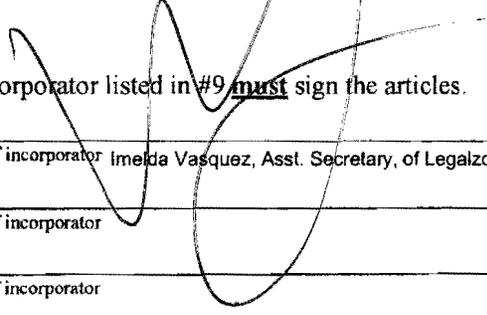
9. The name and address of each incorporator is as follows (**only one is required, but you may have more than one**).

Legalzoom.com, Inc.	101 N. Brand Blvd., 10th Floor Glendale, CA	91203
Name	Address	Zip Code
Name	Address	Zip Code
Name	Address	Zip Code

10. Each original director of the nonprofit corporation must sign the articles but only if the directors are named in these articles.

Tamara Bream	
Name (only if named in articles)	Signature of director
Jeffrey Gerber	
Name (only if named in articles)	Signature of director
Robert Hohman	
Name (only if named in articles)	Signature of director

11. Each incorporator listed in #9 **must** sign the articles.

Signature of incorporator	
Imelda Vasquez, Asst. Secretary, of Legalzoom.com, Inc. (Incorporator)	
Signature of incorporator	
Signature of incorporator	

12. If the document is not to be effective upon filing by the Secretary of State, the delayed effective date/time is _____

Filing Checklist

- Articles of Incorporation (in duplicate)
- \$25.00 made payable to the South Carolina Secretary of State
- Political Associations must submit a CL-1 Form and an additional \$25 fee
- Self-Addressed, Stamped Return Envelope
- Return all documents to: South Carolina Secretary of State's Office
Attn: Corporate Filings
P.O. Box 11350
Columbia, SC 29211

Attachment to
Articles of Incorporation of
Hilton Head Island Wine and Food Inc.

Said organization is organized exclusively for charitable, religious, educational, and scientific purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under the section 501 (c) (3) of the Internal Revenue Code, or corresponding section of any future federal tax code. The business activity for said organization is as follows: **To promote the development of the culinary arts and educate the public on wine as it relates to food. The event encourages the public to visit the Town of Hilton Head and promote it as a culinary destination.**

No part of the net earnings of this organization shall inure to the benefit of, or be distributable to, its members, trustees, officers, or other private persons, except that the organization shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in the purpose clause hereof. No substantial part of the activities of this organization shall be the carrying on propaganda, or otherwise attempting to influence legislation, and this organization shall not participate in, or intervene in (including the publishing or distribution of statements), any political campaign on behalf of any candidate for public office. Notwithstanding any other provision of this document, the corporation shall not carry on any other activities not permitted to be carried on (a) by an organization exempt from federal income tax under section 501(c) (3) of the Internal Revenue Code, or corresponding section of any future federal tax code, or (b) by an organization, contributions to which are deductible under section 170(c) (2) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

The State of South Carolina



Office of Secretary of State Mark Hammond

Certificate of Incorporation, Nonprofit Corporation

I, Mark Hammond, Secretary of State of South Carolina Hereby certify that:

HILTON HEAD ISLAND WINE AND FOOD INC.,
a nonprofit corporation duly organized under the laws of the State of South Carolina on November 30th, 2011, and having a perpetual duration unless otherwise indicated below, has as of the date hereof filed a Declaration and Petition for Incorporation of a nonprofit corporation for Religious, Educational, Social, Fraternal, Charitable, or other eleemosynary purpose.

Now, therefore, I Mark Hammond, Secretary of State, by virtue of the authority in me vested by Chapter 31, Title 33, Code of 1976 and Acts amendatory thereto, do hereby declare the organization to be a body politic and corporate, with all the rights, powers, privileges and immunities, and subject to all the limitations and liabilities, conferred by Chapter 31, Title 33, Code of 1976 and Acts amendatory thereto.

Given under my Hand and the Great
Seal of the State of South Carolina this
7th day of December, 2011.


Mark Hammond, Secretary of State