

TOWN OF KIAWAH ISLAND
State Accommodation Tax Committee Meeting
Kiawah Island Municipal Center
Council Chambers
September 13, 2022, 1:00 pm

Minutes

I. **Call to Order:** *Chairman Prickett called the meeting to order at 1:00 pm.*

II. **Roll Call:**

Present: Dan Prickett, *Chairman*
Roger Warren
David Wohl
Steve Ellis
Jodi Rush
Amy Anderson
Don Semmler

Absent: John Wilson

Also Present: Stephanie Monroe Tillerson, *Town Administrator*
Dorota Szubert, *Town Treasurer*
Petra Reynolds, *Town Clerk*
Copeland Kapp, Sr. *Director, Corporate Creative Strategy, Edens*

III. **Approval of Minutes:**

A. SATAX Meeting Minutes of April 19, 2022

Mr. Wohl motioned to approve the minutes of April 19, 2022. The motion was seconded by Mr. Ellis and was carried unanimously.

IV. **Old Business:**

A. Update on Freshfields Influencer Campaign

Ms. Kapp stated that EDENS, a retail real estate owner, operator, and developer, was the new owner of Freshfields Village. She introduced Ms. Latrell, a representative of Obviouslee, the company helping with the Influencer campaign planned for the fall of 2023, and Ms. Sasman, who runs all the events at Freshfields throughout the year.

Ms. Kapp provided a presentation that included a brief background, purpose, and goals of EDENS. The presentation contained statics on Freshfields Village's digital footprint on Google, website, email, and social media. Also included were statics on the summer foot traffic in Freshfields on a Monday and Friday in July obtained from Placer.ai.

Ms. Kapp gave a recap of the Spring Campaign established by Ms. Pruitt with Northwoods. Ms. Pruitt partnered with a local company, *Of Counsel*, to help with the Spring Campaign. During April and May, eleven influencers with a wide range of social followers were hosted and provided accommodations, travel, meals, gift bags and/or retail gift certificates, and island activities or excursions. Total Spend: \$52,454.32.

Ms. Knapp and Ms. Latrell provided an overview of the Fall Experience that would partner with Obviouslee and include two influencer visits: a fall visit in November and a holiday visit in December. The campaign would focus on national influencers who are travel experts, couples/families, and lifestyle interests with high engagement. Influencers would be provided accommodations, shopping, and the Kiawah Island Experience. The estimated to be spent \$80,000.00.

There was an in-depth discussion of the goals and combined statics or data collected during the spring campaign, the fall campaign, the media partnership with Garden & Gun for an Influencer Campaign and planning for a 2023-2024 Influencer Campaign.

Ms. Szubert presented a graph detailing the State Accommodations Taxes (SATAX) revenues over the past five years and the disbursements of the almost three million dollars collected in 2021.

Ms. Szubert stated that at the last meeting, the Committee requested justification for 85% of the Beach Patrol and Sheriff Deputy applications requested by the Town. She stated that the percentage was based on data collected in 2016. To provide more up-to-date data, she asked major management companies to share data to calculate the estimated number of tourists in 2021. Based on the data supplied and the assumption of residents residing on the island, it was calculated that 70% were tourists.

Committee members discussed the calculation of the percentage and its use for future Town SATAX funding requests.

V. New Business:

A. September Applications for Fiscal Year 2022/2023

Project	Applicant Sponsor	September 2022/2023 Requested Amount
Destination Marketing & Video Production	Andell Inn	\$ 30,000
Andell Inn Influencer Marketing Campaign	Andell Inn	\$ 30,000
Kiawah Island Marketing	Kiawah Island Golf Resort	\$ 150,000
Experiencing the History of Kiawah Island	Eleanor Riesenberg	\$ 116,000
Sea Islands Shorebird Festival	Town of Kiawah Island	\$ 20,500
	Totals	\$ 346,500

The following applications were presented by their representatives. Committee Members reviewed, asked questions, and discussed each application. Members also provided feedback on applications they felt could not be funded through SATAX.

- ✚ **Destination Marketing and Video Production**
Andell Inn
Requested: **\$30,000.00**
- ✚ **Andell Inn Influencer Marketing Campaign**
Andell Inn
Requested: **\$30,000.00**
- ✚ **Kiawah Island Marketing**
Kiawah Island Golf Resort
Requested: **\$150,000.00**
- ✚ **Experiencing the History of Kiawah Island**
Eleanor Reisenberg
Requested: **\$116,000.00**

<ul style="list-style-type: none"> ✦ Sea Islands Shorebird Festival Town of Kiawah Island Requested: 	\$20,500.00
TOTAL FUNDS REQUESTED:	\$346,500.00

Members placed their individual funding recommendations on a worksheet that was gathered to allow Ms. Szubert to aggregate the funding recommendations.

Members reviewed the recommendation for each of the applications:

<ul style="list-style-type: none"> ✦ Destination Marketing and Video Production Andell Inn Recommended Funding: 	\$30,000.00
<ul style="list-style-type: none"> ✦ Andell Inn Influencer Marketing Campaign Andell Inn Recommended Funding: 	\$30,000.00
<ul style="list-style-type: none"> ✦ Kiawah Island Marketing Kiawah Island Golf Resort Recommended Funding: 	\$141,667.00
<ul style="list-style-type: none"> ✦ Experiencing the History of Kiawah Island Eleanor Reisenberg Recommended Funding: 	\$8,333.00
<ul style="list-style-type: none"> ✦ Sea Islands Shorebird Festival Town of Kiawah Island Recommended Funding 	\$20,500.00
TOTAL FUNDS APPROVED:	\$230,500.00

The Committee Members agreed with the \$230,500.00 in funding recommendations.

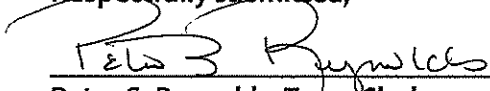
Mr. Ellis made a motion to recommend the \$230,500.00 in funding recommendations to the Ways and Means Committee. Ms. Anderson seconded the motion, and it was unanimously approved.

VI. Citizens Comments:
None

VII. Adjournment:

Mr. Ellis made a motion to adjourn the meeting at 2:45 pm. The motion was seconded by Mr. Wohl and was unanimously passed.

Respectfully submitted,



Petra S. Reynolds, Town Clerk

Approved on: 3/31/2023