



**Mayor**

John. D. Labriola

**Council Members**

F. Daniel Prickett

Maryanne Connelly

John Moffitt

Scott M. Parker, MD

**Town Administrator**

Stephanie Monroe Tillerson

**TOWN OF KIAWAH ISLAND  
State Accommodation Tax Committee Meeting**

**Kiawah Island Municipal Center**

**Council Chambers**

**September 13, 2021; 1:00 PM**

**AGENDA**

- I. Call to Order:**
- II. Roll Call:**
- III. Approval of Minutes:**
  - A. SATAX Meeting Minutes of April 19, 2022**
- IV. Old Business:**
  - A. Update on Freshfield's Influencer Campaign**
- V. New Business:**
  - A. September Applications for Fiscal Year 2022/2023**
- VI. Citizens Comments:**
- VII. Adjournment:**

**TOWN OF KIAWAH ISLAND**  
**State Accommodation Tax Committee Meeting**  
**Kiawah Island Municipal Center Council Chambers**  
**April 19, 2022; 1:00 PM**

**MINUTES**

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

Chairman Prickett welcomed new members Ms. Rush and Mr. Ellis to the Committee.

**II. Roll Call:**

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

Also Present: Stephanie Monroe Tillerson, *Town Administrator*  
Dorota Szubert, *Town Treasurer*  
Petra Reynolds, *Town Clerk*  
Helen Hill, *Explore Charleston (CVB)*  
Trish Pruitt, *Senior Market Director, Northwoods/Freshfields*

**III. Approval of Minutes:**

**A.** SATAX Meeting Minutes of December 10, 2021

***Mr. Wohl motioned to approve the minutes of December 10, 2021. The motion was seconded by Mr. Wilson and was carried unanimously.***

**IV. Presentation:**

**A.** Charleston Visitors Bureau Budget

Ms. Hill provided a PowerPoint presentation that included an overview of Explore Charleston and its mission.

A breakdown of the annual budget of \$22 million included a review of income from state accommodations taxes, a summary of accommodations tax funding by municipality, and the Town's contribution to Explore Charleston budget.

Ms. Hill stated that 87% of expenses are for marketing, group sales, media, and public relations. The presentation provided detailed examples of print, broadcast, and digital/online advertising highlighting the Kiawah lifestyle, along with group business and wedding opportunities.

Other Explore Charleston initiatives include Key Data Lodging Metrics, Air Service Recruitment, and Workforce Development.

At the request of Ms. Anderson, Ms. Lori Smith provided a more detailed discussion of the Workforce Development initiative.

**V. Old Business:**

None

Ms. Pruitt provided an update on the *National & Regional Influencer Event* that was approved for funding last year. She stated there had been unexpected challenges in scheduling influencers due to a lack of accommodations. To date, five trips have been booked; one was last week, with the others taking place before the end of May.

Ms. Pruitt indicated that the influencer that made her first trip to Kiawah from Palm Beach, FL enjoyed her stay, was impressed with the amenities, and was looking into planning a family trip to Kiawah in the fall. She also noted one trip would include seven influencers from across the country coming to the island as a group as a girl's weekend.

Ms. Pruitt stated the intent was to complete the project by May or June and that all the data from each influencer would be compiled and provided to the Committee. She also noted that only 75,000 to 80,000 in funding would be needed of the \$250,000 that was approved.

Further discussion included continuing to book influencers into the fall, extending the project funding into the next fiscal year, identifying and selecting influencers, and measuring influencers' impact on "heads in beds" when rooms are already booked.

**VI. New Business:**

**A. General discussion of SATAX guidelines**

Chairman Prickett stated that by law, SATAX funding must be used for tourism-related expenditures defining tourists as people that travel more the 50 miles away from their home:

1. *advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity*
2. *promotion of the arts and cultural events*
3. *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*
4. *the criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist*
5. *public facilities such as restrooms, dressing rooms, parks, and parking lots*
6. *tourist shuttle transportation*
7. *control and repair of waterfront erosion*
8. *operating visitor information centers*








Committee members reviewed the application worksheet with Chairman Prickett noting the approved funding for FY 21-22 was \$1,500,00.00 and available funds of \$2,100,000.00, leaving a \$568,000 carryover that would have to be spent within two years. The funding applications for FY 22-22 total \$1,900,000.00; if all are approved, it will leave a \$482,000.00 carryover.

Committee members engage in an in-depth discussion of funds being carried over and the suggestion to have another meeting in September or October.

**B. Applications for Fiscal Year 2022-2023**

Project	Applicant Sponsor	2022/2023 Requested Amount
Destination Marketing & Advertising	Andell Inn	\$ 89,664
Kiawah Lifeguard Training Equipment	Charleston County Life Association	\$ 14,058
Events Promotion	Freshfields Village	\$ 30,000
Tourism Marketing & Advertising	Freshfields Village	\$ 60,000
Marketing of Kiawah Island Events & Holiday Programing	Kiawah Island Golf Resort	\$ 475,000
Beach Patrol Services	Town of Kiawah Island	\$ 467,200
Charleston County Sheriff Deputies	Town of Kiawah Island	\$ 781,608
	Totals	\$ 1,917,530

The following applications were presented by their representatives. Committee Members reviewed, asked questions, and discussed each application.

	<b><u>Destination Marketing and Advertising</u></b> Andell Inn Requested:	<b>\$89,664.00</b>
	<b><u>Kiawah Lifeguard Training Equipment</u></b> Charleston County Lifesaving Association Requested:	<b>\$14,057.61</b>
	<b><u>Freshfields Events Promotion Tourism</u></b> Freshfields Village / NW Freshfields, LLC Requested:	<b>\$30,000.00</b>
	<b><u>Freshfields Marketing and Advertising Promotion Tourism</u></b> Freshfields Village / NW Freshfields, LLC Requested:	<b>\$60,000.00</b>
	<b><u>Public Access Events</u></b> Kiawah Island Golf Resort Requested:	<b>\$475,000.00</b>
	<b><u>Town of Kiawah Island Beach Patrol</u></b> Town of Kiawah Island Requested:	<b>\$467,200.00</b>
	<b><u>TOKI - Charleston County Sheriff Deputies</u></b> Town of Kiawah Island Requested:	<b>\$781,608.00</b>
	<b>TOTAL FUNDS REQUESTED:</b>	<b>\$1,917,530.00</b>

Committee Members, along with Ms. Tillerson and Ms. Szubert, engaged in an in-depth discussion of the Town's applications for Beach Patrol and Sheriff Deputies. Members expressed concern with the substantial increase in the request amounts from previous years, the percentage of the services attributed to tourism, justification of the percentage, and the need for more detailed information or explanation on the reasons for the increase.

During the discussion of SATAX revenues, Mr. Warren took the opportunity to express his concern about the enforcement of the Short-Term Rental Ordinance and the impact on some of the rental businesses. He requested that the ordinance be readdressed.

Following further in-depth discussion, Chairman Prickett proposed that the Town will present a detailed explanation of the Beach Patrol and Sheriff Deputies applications for discussion at

the next meeting. With the Town's budget requiring the approval of SATAX funding amounts, he asked that the Committee consider voting on application recommendations.

**Mr. Warren motioned to approve funding of the first five applications (Destination Marketing and Advertising, Kiawah Lifeguard Training Equipment, Freshfields Events Promotion Tourism, Freshfields Marketing, and Advertising Promotion Tourism, and Public Access Events) as presented. Mr. Semmler seconded the motion. The motion passed with a 6 to 1 vote, with Mr. Wilson voting No.**

Committee Members further discussed the Town's Beach Patrol and Sheriff Deputies applications and suggested recommendations for funding amounts.

Ms. Szubert confirmed that any remaining funding would roll over to the next year. The state requires that funds be spent within two years.

**Mr. Wohl motioned to approve funding of the Town of Kiawah Island Beach Patrol application as presented. Mr. Wilson seconded the motion.**

**Following further discussion, the motion passed with a 5 to 2 vote. Mr. Semmler and Ms. Anderson voted No.**

**Mr. Warren motioned to approve funding of the Charleston County Sheriff Deputies application at \$700,000.00. Mr. Wohl seconded the motion. The motion passed with a 5 to 2 vote. Mr. Semmler and Ms. Anderson voted No.**

Approved funding recommendations:

 <b><u>Destination Marketing and Advertising</u></b>	
Andell Inn	
Recommend Funding:	\$89,664
 <b><u>Kiawah Lifeguard Training Equipment</u></b>	
Charleston County Lifesaving Association	
Recommend Funding:	\$14,058
 <b><u>Freshfields Events Promotion Tourism</u></b>	
Freshfields Village / NW Freshfields, LLC	
Recommend Funding:	\$30,000
 <b><u>Freshfields Marketing and Advertising Promotion Tourism</u></b>	
Freshfields Village / NW Freshfields, LLC	
Recommend Funding:	\$60,000
 <b><u>Public Access Events</u></b>	
Kiawah Island Golf Resort	
Recommend Funding:	\$475,000
 <b><u>Town of Kiawah Island Beach Patrol</u></b>	
Town of Kiawah Island	
Recommend Funding:	\$467,200
 <b><u>TOKI - Charleston County Sheriff Deputies</u></b>	
Town of Kiawah Island	
Recommend Funding:	\$700,000
<b>TOTAL FUNDS APPROVED:</b>	<b>\$1,835,922.00</b>

Mr. Warren requested Chairman Prickett inform the Ways and Means Committee about the ongoing concerns the SATAX Committee has with the applications submitted by the Town for Beach Patrol and Sheriff Deputies funding and that the surplus funding is protected until the Committee determines if there are other projects to fund.

**VII. Citizens Comments:**  
None

**VIII. Adjournment:**

*Mr. Wohl made a motion to adjourn the meeting at 3:23 pm. The motion was seconded by Mr. Wilson and was unanimously passed.*

Respectfully submitted,

\_\_\_\_\_  
Petra S. Reynolds, Town Clerk

Approved on: \_\_\_\_\_

**Town of Kiawah Island**  
**State Accommodation Tax Application Voting Form**  
**September FY 2022-2023**

Category #	Tab #	Project	Applicant Sponsor	2022/2023 Funded Amount	September 2022/2023 Application Request	Committee Member Funding Level
1	4	Destination Marketing & Video Production	Andell Inn	\$ 89,664	\$ 30,000	
1	5	Andell Inn Influencer Marketing Campaign	Andell Inn		\$ 30,000	
1	6	Kiawah Island Marketing	Kiawah Island Golf Resort	\$ 475,000	\$ 150,000	
2	7	Experiencing the History of Kiawah Island	Eleanor Riesenbergs		\$ 116,000	
2	8	Sea Islands Shorebird Festival	Town of Kiawah Island		\$ 20,500	
		Kiawah Lifeguard Training Equipment	Charleston County Life Association	\$ 14,058		
		Events Promotion	Freshfields Village	\$ 30,000		
		Tourism Marketing & Advertising	Freshfields Village	\$ 60,000		
		Beach Patrol Services	Town of Kiawah Island	\$ 467,200		
		Charleston County Sheriff Deputies	Town of Kiawah Island	\$ 700,000		
			<b>Totals for Year Ending</b>	<b>\$ 1,835,922</b>	<b>\$ 346,500</b>	<b>\$ -</b>

Total Available for Funding

**\$ 2,400,000    \$ 1,000,000**

Total in excess of Funding

**\$ 564,078    \$ 653,500    \$ -**

**Tourism-related expenditures include:**

- State Gu    **1**    advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity
- 2**    promotion of the arts and cultural events
- 3**    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
- 4**    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 tourists
- 5**    public facilities such as restrooms, dressing rooms, parks, and parking lots
- 6**    tourist shuttle transportation
- 7**    control and repair of waterfront erosion
- 8**    operating visitor information centers



Town of Kiawah Island  
State Accommodations Tax Application  
Fiscal Year 2022-2023  
APPLICATION DEADLINE:  
2:00 pm on August 30, 2022

NAME OF EVENT Andell Inn - Destination Marketing / Website Video Production

Date of application: 8/30/2022 Amount of request: \$ 30,000

Tourism Related Expenditure Category (see coverpage for categories): Category 1

NAME OF APPLICANT: William Pittman

Address: 300 Farm Lake View

Kiawah Island, SC 29455

Name and position of person submitting request: William Pittman - Managing Director

Email address: william.pittman@marriott.com

Telephone # 843-793-6050

Fax # \_\_\_\_\_

Applicant Category: Government Agency ☐ Private Business ☒ Other ☐ (Please Specify)

Please check which tax status applies to your organization:

☐ Not-For-Profit as registered with the Secretary of State of South Carolina

Date of Incorporation \_\_\_\_\_ Charter # \_\_\_\_\_

☐ Federal Exempt under IRS Code 501(c) 3, 4, 5k, 6, 7, 10

Date of IRS Tax Exempt Determination Letter \_\_\_\_\_ (Please Attach)

Federal Employee Identification Number (FEIN) 46-0734528 (Required)

If you received funding last year, please complete the attached Accommodations Tax Funding Report along with supporting documentation on how the money was spent. (Required)



**State Accommodations Tax Application**  
**Fiscal Year 2022-2023**

Briefly describe your project, and its goals and objectives.

We want to increase overnight visitors to Andell Inn, Kiawah Island by significantly improving the AndellInn.com website. We plan to upgrade and modernize our website to include video photography and content of Andell Inn, Freshfields Village, Kiawah Island and Beachwalker Park.

The Andell Inn luxe boutique style with spacious guest rooms is located in Freshfields Village adding excitement and convenience for visitors. Andell Inn provides great accommodations and beautiful space for meeting or receptions for small gatherings of friends and family. Often centered in the 4000 sq ft Great Room that connects to more than 5000 sq ft of covered porch and cabana spaces. Groups and Guest can spillout to the travertine pool deck with sunsets over the lake and marshes.

Date(s) of project.

4th Q 2022

Describe how your project will enhance the visitor and tourist trade on Kiawah Island.

The most powerful websites today use video on the website and studies have show that video content will help increase booking by 10%.

The goal is to use SATAX funding of additional spend of \$30,000 in 2022 for the production of a video that will enhance our current web site to increase overnight reservations. We will promote the hotels features and amenities then promote Kiawah Island, Freshfields Village, and Beachwalker Park.

Total estimated attendance: 350 Room nights at 3.0 Guest/Room = 1050 Overnight Guest

Estimated tourist/visitor dollars to the community: \$ \$315,000 not including repeat visitors

Number of tourist/visitors\* expected: 1050

Number of overnight visitors: 1050

Number of room nights expected: 350

Other verifiable objectives: \_\_\_\_\_

\* Tourists are defined as those who travel at least fifty miles to attend.

If requesting funding for marketing promotions, what is the medium, target audience for the promotional package and estimated number of readers?

## State Accommodations Tax Application

Fiscal Year 2022-2023

What will it cost to execute this project and what amount is being requested? Provide detailed budget of expenditures and list other sources of funding if applicable. (Including amounts funded from other ATAX sources or organizations)

Total Estimated Cost \$30,000

We plan to use Blue Mantle Media, LLC as our creative video production agency.

The model used will be from 800Casting Talent Company based in South Carolina.

Is Town support required? If so, describe requirements expected including personnel (i.e. Sheriff's Deputies, Code Enforcement Officers) and the estimated cost of such activities. Is this cost included in this ATAX request?

No additional Town Of KI support or resources area required.

Is Kiawah Island Community Association (KICA) support required (i.e. Security)? If so, is this cost included in this ATAX request?

No additional KICA resources required.

Will funding be requested on a continued basis? Yes ☒ No ☐ If yes, how many years? TBD

Other Comments:

Refresh and update when needed

Mail Completed Application To:

Town of Kiawah Island  
Attn: Town Clerk  
4475 Betsy Kerrison Parkway  
Kiawah Island, SC 29455

# State Accommodations Tax Application

Fiscal Year 2022-2023

If the Town provides funds, I agree to provide within sixty (60) days of the event/activity completion, a full written account of the income (e.g. SATAX funds, registration fees, other income sources, etc.) and expenditures associated with the said event/activity, together with an assessment of the value of the expenditure in promoting tourism.

If the Town provides funds, I agree to allow a representative of the Town and/or its appointed representative to examine the financial records of my organization insofar as they pertain to this event/activity.

This organization assumes full legal responsibility for any suit or action at law or equity, and any or all claims arising from this project/activity, and do hereby indemnify and hold harmless the Town of Kiawah Island and its Accommodations Tax Committee from any liability in any action at law or equity associated with its support for this project/activity.

Walter B.  
Signature

Managing Director  
Title

Andell Inn  
Organization

08 / 30 / 2022  
Date

## For Office Use Only

Total Amount Requested \$ \_\_\_\_\_

Action Taken by SATAX Committee:

Date of Recommendation \_\_\_\_\_ Amount \_\_\_\_\_ Denied \_\_\_\_\_

Action Taken by Ways & Means Committee:

Date of Recommendation \_\_\_\_\_ Amount \_\_\_\_\_ Denied \_\_\_\_\_

Action Taken by Town Council:

Date of Approval \_\_\_\_\_ Amount \_\_\_\_\_ Denied \_\_\_\_\_

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Town of Kiawah Island  
State Accommodations Tax Application  
Fiscal Year 2022-2023  
APPLICATION DEADLINE:  
2:00 pm on August 30, 2022

NAME OF EVENT Andell Inn Influencer Marketing Campaign

Date of application: 8/30/22

Amount of request: \$ 30,000

Tourism Related Expenditure Category (see coverpage for categories): Category 1

NAME OF APPLICANT: Donald Semmler

Address: 300 Farm Lake View

Kiawah Island, SC 29455

Name and position of person submitting request: Donald Semmler Owner

Email address: donald.semmler@gmail.com

Telephone # 843-793-6051

Fax # \_\_\_\_\_

Applicant Category: Government Agency ☐ Private Business ☒ Other ☐ (Please Specify)

Please check which tax status applies to your organization:

☐ Not-For-Profit as registered with the Secretary of State of South Carolina

Date of Incorporation \_\_\_\_\_ Charter # \_\_\_\_\_

☐ Federal Exempt under IRS Code 501(c) 3, 4, 5k, 6, 7, 10

Date of IRS Tax Exempt Determination Letter \_\_\_\_\_ (Please Attach)

Federal Employee Identification Number (FEIN) eid#46-0734528 (Required)

If you received funding last year, please complete the attached Accommodations Tax Funding Report along with supporting documentation on how the money was spent. (Required)



Andell Inn is the perfect stay experience for visitors to the Town of Kiawah Island. The hotels luxe boutique style with spacious guest rooms is located in Freshfields Village adding excitement and convenience for visitors. Andell Inn provides great accommodations and beautiful space for meetings or receptions for small gatherings of friends and family. Often centered in the 4000 sq ft Great Room that connects to more than 5000 sq ft of covered porch and cabana spaces. Receptions can spill out to the travertine pool deck with sunsets over the lake and marshes.

## **Amount Requested \$30,000**

### **Goals and Objectives:**

#### **1. Briefly describe your project.**

The goal is to use SATAX funding of additional spend of \$30,000 in 2022 for Social Media Influencer marketing to bring overnight visitors to the Town of Kiawah Island. We will promote and feature activities and events related to Freshfields Village, Island Golf, Tennis and nature center activities. We will continue to promote small weddings. The business case is to increase annual visitors by 4500 guest generating additional room revenue of \$400k over 2021. The economic multiplier for Village retail is \$1.50 per every \$1.00 of room revenue adding \$600K to Village retail. Additionally, It is reasonable to anticipate these same guest will spend 50% of room revenue on golf, tennis, nature center activities, and other island Food and Beverage, which totals \$200K. Total incremental direct overnight visitor spend is approximately \$1.2M for more than a 16 times return on SATAX promotion.

#### **2. Describe how project will enhance visitor and tourist trade on Kiawah Island**

Promotions drive on strategy visitors to the Town of Kiawah Island that are often first time visitors. They are celebratory visitors with a high stay spend. The combination of industry leading Intent to return guest ratings at Andell Inn and we surmise similar ratings from Village and Island experiences. SATAX funding will drive economic gains for the broader island community with a cumulative and incremental increase in island visitation and word of mouth referral.

#### **3. Attendance:**

1,500 room nights at 3.0 guests/room = 4,500 overnight visitors/ year.

Visitor spend: \$1.2M not including repeat visitation.

#### **4. List of Publications and Adverting efforts:**

a) ) *Social Media Promotion:*

*Obviouslee Influencer Marketing Campaign: Package to include Influencer visitors, content, and posts- Cost \$30,000*

**Total Spend = \$30,000**

#### **Each Publication detailed below:**

##### **A) Obviouslee Influencer Marketing Campaign Package – Cost \$30,000**

Obviouslee incubates ideas, promotes good vibes, builds relationships, and creates real results for causes, people and partners we believe in. Also, we're great at parties. We intentionally build multi-disciplinary teams who love to work across diverse industries. Not only does this keep everyone fascinated, but it also means we apply ever-growing knowledge and skills. Which translates to lasting impact, ROI, and LOLs. We'll meet you wherever you are — whether you're an entrepreneur with a vision, a growing company scaling up, or a legendary brand seeking fresh perspective — we're here for it, and have the team to make big things happen. They have worked with companies like Hydro Flask, and locally, PGA 2021 and Island Coastal Lager.

The plan is to host a group of influencers for a curated experience of Andell Inn, Freshfields Village, and Kiawah Island showcasing the islands natural beauty, luxury, and array of activities we have to offer. The marketing firm will research and target a select group of dedicated travel influencers to invite.

**5. Additional town support**

No additional Town of Kiawah support resources required.

**6. KICA support**

No additional KICA resources required

**7. Annual Funding:** We will apply annually for SATAX funding.

## State Accommodations Tax Application

Fiscal Year 2022-2023

If the Town provides funds, I agree to provide within sixty (60) days of the event/activity completion, a full written account of the income (e.g. SATAX funds, registration fees, other income sources, etc.) and expenditures associated with the said event/activity, together with an assessment of the value of the expenditure in promoting tourism.

If the Town provides funds, I agree to allow a representative of the Town and/or its appointed representative to examine the financial records of my organization insofar as they pertain to this event/activity.

This organization assumes full legal responsibility for any suit or action at law or equity, and any or all claims arising from this project/activity, and do hereby indemnify and hold harmless the Town of Kiawah Island and its Accommodations Tax Committee from any liability in any action at law or equity associated with its support for this project/activity.

Walter B.  
Signature

Managing Director  
Title

Andell Inn  
Organization

08/30/2022  
Date

### For Office Use Only

Total Amount Requested \$ \_\_\_\_\_

Action Taken by SATAX Committee:

Date of Recommendation \_\_\_\_\_ Amount \_\_\_\_\_ Denied \_\_\_\_\_

Action Taken by Ways & Means Committee:

Date of Recommendation \_\_\_\_\_ Amount \_\_\_\_\_ Denied \_\_\_\_\_

Action Taken by Town Council:

Date of Approval \_\_\_\_\_ Amount \_\_\_\_\_ Denied \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## State Accommodations Tax Application

**NAME OF EVENT** Kiawah Island Marketing

**Date of application:** August 30, 2022

**Amount of request:** \$ 150,000

**Related Expenditure Category** (see cover page for categories):1

**NAME OF APPLICANT:** Kiawah Island Golf Resort

**Address:** 1 Sanctuary Beach Drive, Kiawah Island, SC 29455

**Email address:** Liz\_King@KiawahResort.com

**Telephone # :** 843.819.9983

**Applicant Category:** Government Agency \_\_\_\_\_ Private \_\_\_\_\_ Business ☒ Other

**Please check which tax status applies to your organization:**

\_\_\_\_ Not-For-Profit as registered with the Secretary of State of South Carolina

Date of Incorporation \_\_\_\_\_ Charter # \_\_\_\_\_

\_\_\_\_ Federal Exempt under IRS Code 501(c) 3, 4, 5k, 6, 7, 10

Date of IRS Tax Exempt Determination Letter \_\_\_\_\_ (Please Attach)

**Federal Employee Identification Number (FEIN)** 54-2014344 (Required)

**If you received funding last year, please complete the attached Accommodations Tax Funding Report along with supporting documentation on how the money was spent. (Required)**

Previous year's accommodation tax dollars were used for marketing and promoting tourism on Kiawah Island. All invoices to date have been submitted to the Town of Kiawah Island.



**Briefly describe your project, and its goals and objectives.**

The goal of this project is to increase tourism in the historically slower shoulder season. The Kiawah Island Golf Resort Recreation Department will focus on increasing programming, events, lectures and activities around the following events or holidays, including adding programming to dates adjacent to existing initiatives:

- Thanksgiving week
- Kiawah Island Marathon
- The week leading up to Christmas
- Martin Luther King Jr. Weekend
- President's Weekend
- Spring break weeks

Accommodation tax revenue will be used to promote the additional programming surrounding these periods with various marketing initiatives with the end goal of increasing tourism outside of peak travel periods.

**Date(s) of project.** November 2022 through March 2023

**Describe how your project will enhance the visitor and tourist trade on Kiawah Island.**

Our project is designed to promote the established brand of Kiawah Island as a year round, world-class golf, beach and family destination.

**Below are our revenue projections for the entire SC Accommodation Tax fiscal year**

**Total estimated attendance:** 60,000 guests and Kiawah Property owners

**Estimated tourist/visitor dollars to the community:** \$56 Million

**Number of tourist/visitors\* expected:** 48,000 tourists/overnight guests are projected to use the park annually.

**Number of overnight visitors:** 48,000 tourists/overnight guests are projected to use the park annually

**Number of room nights expected:** generating an estimated 64,000 room night  
Other verifiable objectives:

\* Tourists are defined as those who travel at least fifty miles to attend.

**If requesting funding for marketing promotions, what is the medium, target audience for the promotional package and estimated number of readers?**

## State Accommodations Tax Application

An extensive marketing plan is in place to promote Kiawah Island. The marketing plan includes print and web based media, travel writers and bloggers, website promotions, social media and radio spots.

Winter/ Spring 2023 Company/Insertion	Amount
Dana Communications Website Optimization	3,360
Conversant Digital Advertising	5,000
TennisResortsOnline.com	2,500
Google Advertising	15,000
Dana Communications Monthly Retainer	25,712
Dana Communications Website Optimization	3,360
Conversant Digital Advertising	10,000
Social Media Advertising	3,000
Dana Communications Monthly Retainer	25,712
Dana Communications Website Optimization	3,360
Conversant Digital Advertising	10,000
Dana Communications Monthly Retainer	25,712
Dana Communications Website Optimization	3,360
Dana Communications Monthly Retainer	25,712
	161,788

What will it cost to execute this project ?

Provide detailed budget of expenditures and list other sources of funding if applicable. (Including amounts funded from other ATAX sources or organizations). The cost of this project is \$150,000.

Is Town support required? If so, describe requirements expected including personnel (i.e. Sheriff's Deputies, Code Enforcement Officers) and the estimated cost of such activities. Is this cost included in this ATAX request? Town support is not required.

Is Kiawah Island Community Association (KICA) support required (i.e. Security)? If so, is this cost included in this ATAX request? KICA support is not required.

## State Accommodations Tax Application

Will funding be requested on a continued basis? ~~If yes, how many years?~~ Yes

Other Comments:

Mail Completed Application To:

**Town of Kiawah Island**  
**Attn: Town Clerk**  
**4475 Betsy Kerrison Parkway**  
**Kiawah Island, SC 29455**

If the Town provides funds, I agree to provide within sixty (60) days of the event/activity completion, a full written account of the income (e.g. SATAX funds, registration fees, other income sources, etc.) and expenditures associated with the said event/activity, together with an assessment of the value of the expenditure in promoting tourism.

If the Town provides funds, I agree to allow a representative of the Town and/or its appointed representative to examine the financial records of my organization insofar as they pertain to this event/activity.

This organization assumes full legal responsibility for any suit or action at law or equity, and any or all claims arising from this project/activity, and do hereby indemnify and hold harmless the Town of Kiawah Island and its Accommodations Tax Committee from any liability in any action at law or equity associated with its support for this project/activity.

Signature Ewaldh King

Title Director of Recreation

Organization KIGR

Date 8/30/22

### For Office Use Only

Total Amount Requested \$ \_\_\_\_\_

Action Taken by SATAX Committee:

Date of Recommendation \_\_\_\_\_ Amount \_\_\_\_\_ Denied \_\_\_\_\_

Action Taken by Ways & Means Committee:

Date of Recommendation \_\_\_\_\_ Amount \_\_\_\_\_ Denied \_\_\_\_\_

Action Taken by Town Council:

Date of Approval \_\_\_\_\_ Amount \_\_\_\_\_ Denied \_\_\_\_\_

**Town of Kiawah Island**  
**State Accommodations Tax Application**  
**Fiscal Year 2022-2023**

**Name of Event:** Experiencing the History of Kiawah Island

**Date of Application:** August 30, 2022

**Amount of Request:** \$116,000

**Tourism Related Expenditure Category:** 2) Promotion of the Arts and Cultural Events

**Name of Applicant:** Eleanor Riesenber

**Address:** 175 ½ Wentworth Street, Charleston, SC 29401

**Name and Position of Person Submitting Request:** Eleanor Riesenber, Project Manager

**Email Address:** nora.riesenber@gmail.com

**Telephone:** (703) 201-3640

**Fax:** N/A

**Applicant Category:**

- ☐ Government Agency
- ☐ Private Business
- ☒ Other (**Please specify:** Individual)

**Please check which tax status applies to your organization:**

- ☐ Not-for-Profit as registered with the Secretary of State of South Carolina  
Date of Incorporation: \_\_\_\_\_ Charter #: \_\_\_\_\_
- ☐ Federal Exempt under IRS Code 501(c) 3, 4, 5k, 6, 7, 10  
Date of IRS Tax Exempt Determination Letter: \_\_\_\_\_

**Federal Employee Identification Number (FEIN):** (SSN): 225-XX-4083

**If you received funding last year, please complete the attached Accommodations Tax Funding Report along with supporting documentation on how the money was spent.**

Not applicable.

## Experiencing the History of Kiawah Island

### 1. Briefly describe your project, its goals, and objectives.

This project intends to increase year-round tourism on Kiawah Island by tapping rich, under-utilized cultural resources and offering guests immersive educational programs on the history of Kiawah Island. Currently, visitors seeking opportunities to learn about local history have to look outside of Kiawah, despite booming demand for Sea Island heritage tourism.<sup>1</sup> This project proposes to enhance the visitor experience by designing and piloting Kiawah's first comprehensive historic educational programming. Tourists will learn about Governor Vanderhorst's legacy, hear stories of Union soldier camps, and view the sites of Kiawah Indian settlements. Most importantly, visitors and residents will recognize the contributions of Kiawah's historic Gullah-Geechee settlers. By honoring the stories of Black Kiawah islanders and partnering with local Gullah-Geechee organizations, this project will position Kiawah as a progressive leader in heritage tourism.

This project will achieve these goals by accomplishing the following objectives:

#### **Objective 1:** *Establish a Historic Preservation Committee*

This project will establish a Historic Preservation Committee (HPC), a branch of the Town of Kiawah in partnership with the Kiawah Conservancy, KICA and Kiawah Cares. As a mechanism for service delivery, the HPC will develop a strategy to utilize identified best practices from comparable communities who have successfully created sustainable historic tourism. The HPC will manage relationships with organizations in the Charleston area, such as the College of Charleston and the Gullah Geechee Heritage Corridor, to share information and resources, widen the net of Kiawah's tourism pool, and burnish Kiawah's reputation of stewardship.

This project will develop a committee structure and determine associated costs, the possible role of a council liaison, and a plan for charter adoption. This committee would then take ownership over maintenance and management of relevant cultural activities, identified below.

#### **Objective 2:** *Conduct Inventory of Historic Sites on Kiawah*



The second project goal will be the creation of a public inventory of sites on Kiawah of historic and cultural value. Although archaeological remains of many structures were destroyed in the 1970s and 1980s, the former sites can still be located.<sup>2 3 4</sup>

This inventory will collect 21st-century sources such as oral histories, interviews, and consultations with local experts. By cross-referencing and citing different historic accounts through the lens of cultural resource preservation, this inventory will seek to resolve significant discrepancies in data from archaeologists John Combes (1975) and Michael Trinkley (1995).<sup>5</sup> This inventory is essential to provide a multicultural interpretation of Kiawah history and amplify the voices of Kiawah's original Gullah heritage, such as Charlie Scott, who lived on Kiawah until 1951, or Quash Stevens, the formerly enslaved son of Elias Vanderhorst who managed Kiawah in the 19th century. A list of sites to be reidentified is in the Appendix.

The complete inventory will be published online as an interactive map in Summer 2023, serving as the virtual headquarters of the Kiawah history experience and HPC website. Sites will be landmarked with approval from the Architectural Review Board. Visitors and residents can then use the interactive map to plan self-guided tours, learn about the individuals and events that took place there, and view artifacts collected at each site.

***Objective 3: Assess cost of acquiring and restoring the Walnut Hill Schoolhouse***

This project will assess the cost of acquiring and restoring the Walnut Hill schoolhouse and present the figure to the Ways and Means Committee in February 2023. Adjacent to the Town Hall, this structure sits on a property owned by Old Walnut Schoolhouse Inc, LLC since February 2022. Built in 1868 to teach literacy to formerly enslaved children, this historic building is one of a handful of surviving buildings out of over a thousand built by the United States Freedmen's Bureau.<sup>6</sup>

Acquiring this valuable building— a national treasure literally next door – would be a significant achievement for the Town of Kiawah. If restoration is feasible, the schoolhouse will serve as the centerpiece of educational programming and historic exhibits.

The Director of the Graduate Program in Historic Preservation at Clemson University, Professor John Marcoux, has offered to submit the Preliminary Information Form (PIF) as a project with his graduate students. When the State Historic Preservation Office reviews the PIF, the results will

confirm or dispute the evaluation made previously by the Historic Charleston Foundation and Rockwell Construction, LLC.

**Objective 4:** *Create Exhibits on Kiawah History*

This project will design and build immersive, interactive exhibits, with guidance and input from eminent historians and local educators. The manager of this project has connected with a wide variety of scholars and experts in the Charleston area who have offered support and additional assistance. Exhibits will be multisensory: children and adults will feel the texture of tabby walls and indigenous shell rings, hear the letters of Elias Vanderhorst and Quash Stevens read aloud, and view a collection of artifacts excavated on Kiawah Island. Additionally, the exhibit could reconstruct a Civil War-era army camp tent, demonstrate the production of indigo, or feature the work of local Gullah-Geechee artists.

Thousands of artifacts, collected from Kiawah in the 1970s-1990s excavations, are housed at the State Archives and the Charleston Museum.<sup>7</sup> A sample of relevant artifacts is listed in the Appendix. After soliciting input from Kiawah residents, local community members, and prospective visitors, the HPC would curate a collection of artifacts and manage the safe transport to a location on Kiawah Island.

The location of this exhibit is flexible. It may be housed temporarily in the Town Hall visitor center, and then moved to the Walnut Hill Schoolhouse if restoration is completed. A location outside of the Town gate would further increase access to tourists and subsequent interest in experiencing sites on the island. Alternatively, if construction proceeds with the Performing Arts and Cultural Center, Kiawah history could be the new Center's first permanent exhibit.

**Objective 5:** *Deliver Educational Programming*

Educational programs, both virtual as well as in person, will introduce visitors and residents to Kiawah history as part of the unique Kiawah experience. These programs will cater to both children and adults, and all programs for children will align with the South Carolina Department of Education Standards. Members of the Kiawah Women's Foundation and Arts, Etc. have expressed interest in volunteering as program guides and personnel.

Programs may include:

- *Guided Tours:* Led initially by volunteer docents, these tours will stop at sites such as Bass Pond, the location of a Kiawah Indian settlement, or the original Stanyarne settlement. Tour routes will be based on the locations identified in the Site Inventory.
- *Self-Guided Tours* - Using the online Site Map, tourists can plan their own tour and select the sites most interesting to them. The Site Map can feature audio guides to accompany tourists as they view sites on Kiawah.
- *Day Camps* - These programs will expose children to the rich diversity of Low Country culture, while also freeing up tourist parents to enjoy additional Kiawah amenities. Children can hear from Gullah-Geechee storytellers, learn about the island's first owner, the pirate George Raynor, or build tabby fortifications like those of American soldiers in the War of 1812.
- *Workshops:* Tourists seeking even more hands-on experiences could meet Historic Foodways interpreters and see them prepare authentic dishes, or meet a Historic Gardener and handle special tools used in the 18th century for planting and harvesting crops. These workshops could also offer economic opportunities to neighboring Sea Islanders, from sweetgrass basket-makers to local family farmers on Johns Island.

Comparative services with pricing are listed in the Appendix.

## **2. Project Dates**

This 12-month project begins on October 1, 2022, and ends on October 1, 2023.

<i>Oct-Dec</i>	<i>Jan-Mar</i>	<i>April-June</i>	<i>July-Aug</i>	<i>Sept</i>
Objectives 1-2	Objectives 2-3	Objectives 3-4	Objectives 4-5	Evaluation

## **3. Describe how your project will enhance the visitor and tourist trade on Kiawah Island.**

This project will provide visitors with tangible, memorable, and innovative experiences. Interest in Low Country culture and Gullah-Geechee history has increased exponentially in recent years, driven by factors such as the National Heritage Area, the Netflix show, *High on the Hog*, the publication of *The Gullah Cookbook*, and a generation oriented towards social justice and activism.<sup>8</sup> Comparable Sea Island resorts already offer successful cultural activities, as listed in the Appendix, which are notably



absent on Kiawah. This project will increase Kiawah's competitiveness in the tourism trade by expanding its portfolio of amenities and offering tourists a new dimension to the Kiawah experience.

Moreover, this project represents a long-term investment in the Kiawah brand. Aside from appealing to short-term renters, programs in the island's history are likely to strengthen a sense of shared island identity among residents and make the Kiawah community even more attractive to property buyers. The tourist trade on Kiawah will benefit immeasurably from efforts to preserve Gullah-Geechee culture and honor Black history.

**a. Total estimated attendance:**

50,000 attendees -- This conservative estimate is based on the average daily tourist population on Kiawah in August.

**b. Estimated tourist/visitor dollars to the community:**

50,000 attendees x \$100 = \$500,000 – A program cost of \$100 is a conservative estimate of an average party's expenses to book one workshop or guided tour.

**c. Number of tourists/visitors expected:**

45,000 tourists/guests – Calculated by total estimated attendance minus the full and part-time resident population in August.

**d. Number of overnight visitors:**

40,000 visitors, or 15,500 parties – Based on a median household number of 2.6.

**e. Number of room nights expected:**

4 nights x 15,500 parties = 61,500 room nights.

**f. Other verifiable objectives:**

Increased diversity of Kiawah visitors; increased online traffic to Kiawah websites; eligibility for federal grants funding African-American historic preservation.

**4. If requesting funding for marketing promotions, what is the medium, target audience for the promotional package and estimated number of readers?**

Not applicable.

5. What will it cost to execute this project and what amount is being requested? Provide detailed budget of expenditures and list other sources of funding if applicable.

<u>Project Budget</u>			
<b>INCOME</b>			
<b>In-kind support</b>			
Program space/rent	Museum exhibit space		\$5,000
	<b>Total in-kind support</b>		<b>\$5,000</b>
	<b>Income Subtotal</b>		<b>\$5,000</b>
	<b>Amount to be raised</b>		<b>\$116,000</b>
	<b>TOTAL INCOME</b>		<b>\$121,000</b>
<b>EXPENSES</b>			
<b>Personnel Costs</b>			
Program Director	100% (@ \$75,000/year)		\$75,000
Program Assistant	100% (@ \$5,000/year)		\$5,000
	<b>Subtotal</b>		<b>\$80,000</b>
	<b>Personnel total</b>		<b>\$80,000</b>
<b>Non-personnel costs</b>			
Program space/rent	Museum exhibit space		\$5,000
Supplies	Exhibitions (@ \$50/sq ft x 200 sq ft)		\$10,000
	Workshop/class materials		\$10,000
	Landmarking/plaques		\$5,000
	<b>Non-personnel total</b>		<b>\$30,000</b>
	<b>Expenses Subtotal</b>		<b>\$110,000</b>
	<b>Indirect cost rate (10%)</b>		<b>\$11,000</b>
	<b>TOTAL EXPENSES</b>		<b>\$121,000</b>
<b>Amount requested from Town of Kiawah</b>			<b>\$116,000</b>

6. Is Town support required? If so, describe requirements expected including personnel and the estimated cost of such activities. Is this cost included in this ATAX request?

Any additional support or costs will be presented to the Ways & Means Committee in February 2023.

**7. Is Kiawah Island Community Association (KICA) support required?**

No, although the HPC will coordinate with KICA Board and Security to develop a strategy for day visitors to access historic sites and programs.

**8. Will funding be requested on a continued basis? If yes, how many years?**

Yes. The amount of funding required for additional years will be determined during the Evaluation period of this project.

**9. Other Comments:**

I am a licensed educator and historical researcher with a Master's in Teaching, a Master's in Public Administration from Columbia University, and a lifelong love of Kiawah Island. Growing up in Virginia, attending the Thomas Jefferson High School for Science and Technology and then the College of William & Mary, I have been shaped by immersive educational experiences at sites such as Colonial Williamsburg and Mount Vernon.

I visited Kiawah for the first time in 1996, and my family purchased property in 2007. In 2020, while completing my graduate studies virtually on the island, I became engrossed in Kiawah history. Over the past two years, I have gathered an extensive body of research and worked with a wide variety of historians, archivists, archaeologists, and subject matter experts from the following organizations:

- The South Carolina Historical Society
- The Preservation Society of Charleston
- South Carolina State Historic Preservation Office
- College of Charleston Center for Historical Landscapes
- College of Charleston Center for the Study of Slavery in Charleston
- Clemson University Graduate Program in Historic Preservation
- The Gullah Society
- Gullah Geechee Cultural Heritage Corridor Commission
- Charleston County Public Library
- The WeGOJA Foundation

After managing this project for a year while simultaneously working in New York City public schools, I moved to Charleston in August 2022 to pursue my research full-time. I am excited to share my findings with a wider audience. Kiawah's history is engaging, evocative, and highly relevant in the 21st-century. Sharing our history would be a timely decision for the Town of Kiawah in 2023.

### Endnotes

<sup>1</sup>See the [2020 Report: Market for Heritage Tourism](#) from the Gullah Geechee Cultural Heritage Corridor: “More than a third of all U.S. travelers (36%) say that “the availability of African American cultural, historic sites and attractions” is either “very important” (19%) or “somewhat important” (17%) in their choice of leisure destination. African Americans (39%) and Millennials (28%) are much more likely consider it “very Important” compared to other respondents (19%).”

<sup>2</sup>See page 358 in Trinkley, M. (1991). *Management summary of archaeological survey on Kiawah Island, Charleston County, South Carolina*.

<sup>3</sup>Trinkley (1991).

<sup>4</sup>Combes, John D. (1975). The Archaeology of Kiawah Island. In *Environmental Inventory of Kiawah Island*, edited by William M. Campbell and John Mark Dean, pp. A-1 - A-32. Environmental Research Center, Inc., Columbia.

<sup>5</sup>See Combes, page A-11 and Trinkley, page 115.

<sup>6</sup>Jordan, L. W., and Stringfellow, E. H. (1998). *A place called St. John's: The story of John's, Edisto, Wadmalaw, Kiawah, and Seabrook Islands of South Carolina*. The Reprint Company.

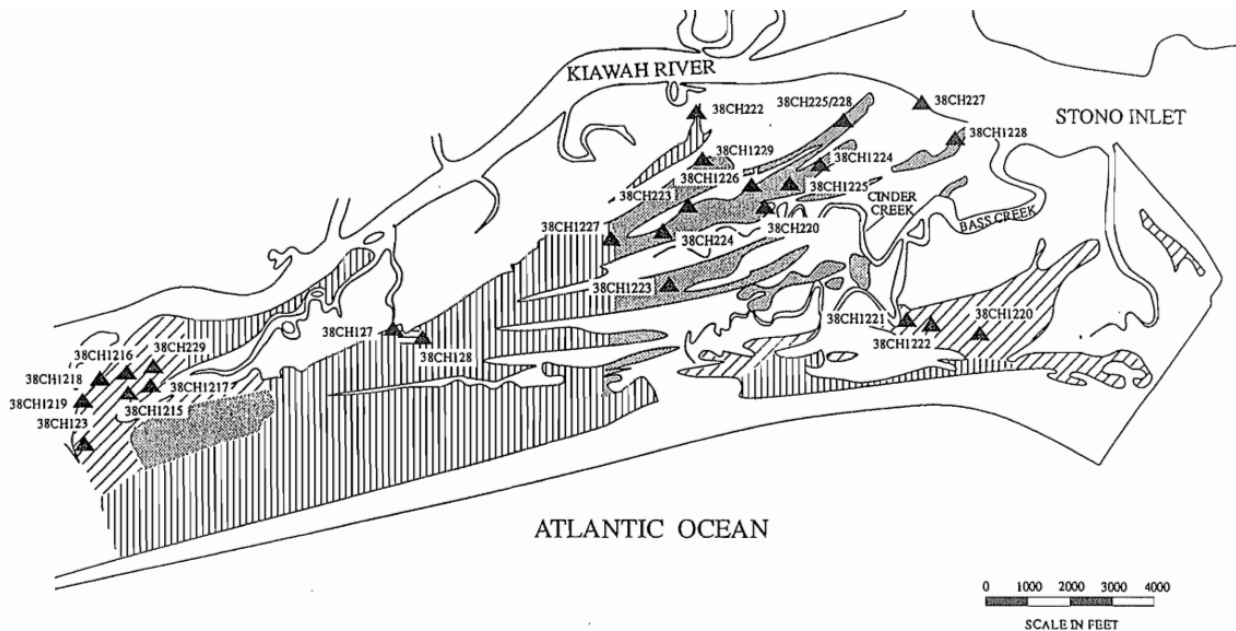
<sup>7</sup>Trinkley (1991).

<sup>8</sup>[“South Carolina tourism is growing. Here’s why.”](#) *College of Information and Communications*.

## Appendix

## 1) List of Sites

### Map of Sites from Trinkley (1991)



Site	Name	Description of Original Site
38CH122	Old Settlement	Part of John Stanyarne's 18th c. plantation settlement.
38CH123	West Pasture Site	18th-20th c. slave and tenant settlement and burial ground for Stanyarne and Shoolbred plantations.
38CH124	Bass Pond Dam Site	Prehistoric Kiawah Indian settlement.
38CH127	Vanderhorst Plantation	The Vanderhorst family's late 18th c. and 19th c. plantation settlement; 20th c. tenant community.
38CH128	Slave cemetery or settlement	A site originally identified by Combes (1975). Trinkley (1994) only briefly examined this site and did not conduct shovel tests.
38CH129	Shoolbred Plantation	Site 19th c. main house and associated structures.
38CH227	Shell ring/ War of 1812 fort	A prehistoric shell ring used as a fort during the War of 1812 and reused during the Civil War.
38CH1219	Prehistoric midden	Site where ceramics and artifacts have been recovered.
38CH1107	Slave dwelling	Earliest period of Kiawah occupation.

## 2) List of Relevant Artifacts

This is a small sample of the artifacts excavated on Kiawah, currently stored at the South Carolina Institute of Archaeology and Anthropology and the Charleston Museum:

Item(s)	Approx Date	Description
Pipes	1900	70 pipe bowls and 252 pipe stems recovered from 38CH128 alone, including two pipe bowls likely owned by Quash Stevens featuring the insignia of secret black fraternal orders, the Odd Fellows and Knights of Pythias.
Thimbles	1900	Engraved with a grape cluster motif and the initials LR, likely owned by a member of the Rose family, who were enslaved and worked on Kiawah for several generations. Members of the Rose family are recorded to be buried on Kiawah.
Union Army camp gear	1865	General issue two-piece Union Eagle button, a pharmaceutical bottle, ax heads, and an unexploded Parrott Shell.
Coins	1727-1772	A George II silver shilling (1727-1760) and a 1772 British half penny, both recovered from the Vanderhorst main house.
Toys	19th c.	Doll parts, a harmonica, slate pencil fragments
Jewelry	19th c.	A copper bracelet, a brass and shell lapel pin, brass and shell cufflinks, a gold cufflink, and brass buckles.
Prehistoric ceramics	2000 BC	Awendaw pottery fragments

## 3) List Comparable Services

Provider	Program	Description	Cost
Hilton Head	The Gullah Museum	Hosts the annual Gullah Food Festival	Heritage tours: \$42/adult
Hilton Head	Signature Experiences	A collection of tours, performances, and demonstrations with hands-on interactive involvement.	Prices vary
Hilton Head	The Heritage Library Foundation	Offers classes, lectures, tours, and services in ancestry research.	4 session family tree class: \$55



Town of Kiawah Island  
State Accommodations Tax Application  
Fiscal Year 2022-2023  
APPLICATION DEADLINE:  
2:00 pm on August 30, 2022

NAME OF EVENT Sea Islands Shorebird Festival

Date of application: 8/30/2022 Amount of request: \$ 20,500

Tourism Related Expenditure Category (see coverpage for categories): 2

NAME OF APPLICANT: Town of Kiawah Island

Address: 4475 Betsy Kerrison Pkwy

Kiawah Island, SC 29455

Name and position of person submitting request: Aaron Given, Wildlife Biologist

Email address: agiven@kiawahisland.org

Telephone # (843) 768-9166 Fax # \_\_\_\_\_

Applicant Category: Government Agency ☒ Private Business ☐ Other ☐ (Please Specify)

Please check which tax status applies to your organization:

☐ Not-For-Profit as registered with the Secretary of State of South Carolina

Date of Incorporation \_\_\_\_\_ Charter # \_\_\_\_\_

☐ Federal Exempt under IRS Code 501(c) 3, 4, 5k, 6, 7, 10

Date of IRS Tax Exempt Determination Letter \_\_\_\_\_ (Please Attach)

Federal Employee Identification Number (FEIN) 57-0889777 (Required)

If you received funding last year, please complete the attached Accommodations Tax Funding Report along with supporting documentation on how the money was spent. (Required)

## State Accommodations Tax Application

Fiscal Year 2022-2023

Briefly describe your project, and its goals and objectives.

In this inaugural event, the Sea Islands Shorebird Festival aims to bring awareness to conservation issues that affect shorebirds on Kiawah Island and other nearby barrier islands. This festival will span two days (May 11 and 12) offering a variety of field trips, professional speakers, kids activities, and information for festival goers. The field trips will be led by local experts in birds/wildlife and highlight the diverse and abundant shorebirds that can be found in the area. A series of short professional presentations will be offered throughout each day with two longer programs occurring each evening. These presentations will focus on shorebird identification, highlight current shorebird research projects, and discuss conservation issues that shorebirds face. The "festival hub" will feature a variety of shorebird related kids activities to help children get excited and learn more about the birds. We plan to highlight local conservation organizations (such as SCDNR, SC Audubon, Kiawah Island Shorebird Stewards, etc.) by providing them with an exhibit at the "hub". The exhibitors will have information (brochures, handouts, give-aways) for festival goers. We also plan to have an area at the "hub" to feature local artists and photographers that specialize in shorebirds/wildlife. The venues are still being worked out but we are exploring having evening programs at the Sandcastle, Town Hall, and/or the Lake House. The "festival hub" may be located at the outdoor area at Kiawah Island Town Hall or at Night Heron Park.



Date(s) of project.

May 11 and 12, 2023

Describe how your project will enhance the visitor and tourist trade on Kiawah Island.

It is estimated that over \$800 billion is spent a year in outdoor recreation in the United States, with birdwatching having an economic benefit of \$41 billion dollars. The Red Knot migration is an incredible natural spectacle, and generates significant tourism impact in places like Delaware Bay, New Jersey. A 1998 study estimated that Red Knot migration generated between \$7.8 and \$11.8 million dollars in ecotourism economic benefits to the immediate Delaware Bay area. Other shorebird festivals, for example the Wings of Willapa Festival in Washington State, and are often structured around shorebird migrations. The Red Knot flocks on Kiawah Island are globally significant and a critically important part of a federally threatened population, and raising awareness of this important time of year,



Total estimated attendance: 500

Estimated tourist/visitor dollars to the community: \$ unknown

Number of tourist/visitors\* expected: 150

Number of overnight visitors: unknown

Number of room nights expected: unknown

Other verifiable objectives: \_\_\_\_\_

\* Tourists are defined as those who travel at least fifty miles to attend.

If requesting funding for marketing promotions, what is the medium, target audience for the promotional package and estimated number of readers?

We plan to advertise in a variety of local magazines and newspapers such as the City Paper, Post and Courier, and others. As this festival gains traction, I can foresee advertising for this event in more national media such as Bird Watching Magazine, Bird Watcher's Digest, and more in the future years.



## State Accommodations Tax Application

Fiscal Year 2022-2023

What will it cost to execute this project and what amount is being requested? Provide detailed budget of expenditures and list other sources of funding if applicable. (Including amounts funded from other ATAX sources or organizations)

We are estimating a \$20,500 budget for shorebird festival.

Website, on-line registration - \$1000

Signs/brochures/posters - \$2500

Promotion - \$1000

Tents, chairs, tables - \$5000

Food/beverage (no alcohol)- \$3000

Equipment (optics for field trips) - \$3000

Cleanup - \$500

Keynote speakers - \$500

Venues (audio/visual) - \$500

Materials for kids activities - \$500

Shuttle service - \$3000



Is Town support required? If so, describe requirements expected including personnel (i.e. Sheriff's Deputies, Code Enforcement Officers) and the estimated cost of such activities. Is this cost included in this ATAX request?

The Town of Kiawah Island's Wildlife Biologists will be involved in planning and logistics during the event and will be leading some field trips as well. The Town of Kiawah Island Communications department can help promote the festival by advertising on social media and eblasts. The Town's Public Works department may help with the logistics for presentations and exhibitors if located at Town Hall. No monetary costs should be needed other than staff time.

Is Kiawah Island Community Association (KICA) support required (i.e. Security)? If so, is this cost included in this ATAX request?

No

Will funding be requested on a continued basis? Yes ☒ No ☐ If yes, how many years? We hope this to be an annual event.

### Other Comments:

Because this is the inaugural event of the shorebird festival, there are many unknowns. Several partners are committed to making this event a success. We are working with the Kiawah Conservancy, South Carolina Department of Natural Resources, US Fish and Wildlife Service, South Carolina Audubon, Seabrook Island Birders Group, Manomet, Kiawah Island Golf and Resort to plan and carry out the objectives of this event.

Mail Completed Application To:

Town of Kiawah Island  
Attn: Town Clerk  
4475 Betsy Kerrison Parkway  
Kiawah Island, SC 29455


# State Accommodations Tax Application

Fiscal Year 2022-2023

If the Town provides funds, I agree to provide within sixty (60) days of the event/activity completion, a full written account of the income (e.g. SATAX funds, registration fees, other income sources, etc.) and expenditures associated with the said event/activity, together with an assessment of the value of the expenditure in promoting tourism.

If the Town provides funds, I agree to allow a representative of the Town and/or its appointed representative to examine the financial records of my organization insofar as they pertain to this event/activity.

This organization assumes full legal responsibility for any suit or action at law or equity, and any or all claims arising from this project/activity, and do hereby indemnify and hold harmless the Town of Kiawah Island and its Accommodations Tax Committee from any liability in any action at law or equity associated with its support for this project/activity.

  
Signature

Wildlife Biologist

Title

Town of Kiawah Island

Organization

8/30/2022

Date

## For Office Use Only

Total Amount Requested \$ \_\_\_\_\_

Action Taken by SATAX Committee:

Date of Recommendation \_\_\_\_\_ Amount \_\_\_\_\_ Denied \_\_\_\_\_

Action Taken by Ways & Means Committee:

Date of Recommendation \_\_\_\_\_ Amount \_\_\_\_\_ Denied \_\_\_\_\_

Action Taken by Town Council:

Date of Approval \_\_\_\_\_ Amount \_\_\_\_\_ Denied \_\_\_\_\_

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_