

# Andell Inn Destination Marketing and Advertising 2023



Town of Kiawah Island  
State Accommodations Tax Application  
Fiscal Year 2023-2024  
APPLICATION DEADLINE:  
2:00 pm on March 17, 2023

NAME OF EVENT Andell Inn Destination Marketing and Advertising 2023

Date of application: 3/14/23 Amount of request: \$151,000

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

NAME OF APPLICANT: Meredith Klindtworth

Address: 300 Farm Lake cView

Kiawah Island, SC 29455

Name and position of person submitting request: Meredith Klindtworth -General Manager

Email address: meredith.klindtworth@marriott.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.

**Amount Requested \$151,000**

## **Goals and Objectives:**

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

The goal is to use SATAX funding of \$151,000 in 2023 for destination marketing for 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. 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 8 times return on SATAX promotion. The economic impact study for Andell Inn \*Bleakly Economic Impact study available upon request.

### **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 leisure 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) *Q4Launch Digital Marketing Campaign \$45,000*

b) *Q4 Launch Digital Marketing Adwords Google Spend \$36,000- with the goal of targeting guests going to Hilton Head, and Savannah.*

c) *Social Media Promotion: Leslie Haas Social for Instagram and Facebook: Influencers, content, and posts- Cost \$10,000/per year*

d) *Website, Social Media, Photos, and Video Content Refresh \$60,000 year 2023*

**Total Spend = \$151,000**

Each Publication detailed below:

**A) Q4Launch Annual Website and Destination Advertising Plan \$45,000**



**Andell Inn Integrated Marketing Agreement**

Activity	Current Package - Effective until March 31, 2022	Proposed Effective April 1, 2022	Enhanced	Aggressive
Strategic Planning, Guidance & Reporting Analytics, Marketing Calendar, PIRs	Quarterly Revenue & Marketing Strategy Monthly Partnership Impact Report Weekly Analytics Monitoring	Quarterly Revenue & Marketing Strategy Monthly Partnership Impact Report Weekly Analytics Monitoring	Quarterly Revenue & Marketing Strategy Monthly Partnership Impact Report Weekly Analytics Monitoring	Quarterly Revenue & Marketing Strategy Monthly Partnership Impact Report Weekly Analytics Monitoring
Landing Page Creation and Optimization	Create Wedding Landing Page & Inquiry Form. Ongoing Optimization for Lead Conversion	Create Wedding Landing Page & Inquiry Form. Ongoing Optimization for Lead Conversion	Available a la carte	Available a la carte
The Knot and Wedding Wire	Setup or Audit existing pages on the Knot & Wedding Wire (Membership Fees billed separately)	Setup or Audit existing pages on the Knot & Wedding Wire (Membership Fees billed separately)	Available a la carte	Available a la carte
Search Engine Optimization Increase your site's visibility on Google by growing keyword rankings	Available a la carte	Basic SEO	Enhanced SEO (Competitive Destination)	Ongoing SEO (Competitive Destination + Competitor Reporting)
Pay Per Click Management (Google, Bing, Facebook-design, writing, management)	Management fee included	\$0 Setup Fee Per Platform Mgmt Included <\$2,500/mo Ad Spend	\$0 Setup Fee Per Platform Mgmt Included <\$2,500/mo Ad Spend	\$0 Setup Fee Per Platform Mgmt Included <\$2,500/mo Ad Spend
Email Marketing Includes Strategy, Design, Management, Software, and List Building	2 Campaigns Per Month (Up to 10,000 Contacts)	2 Campaigns Per Month (Up to 10,000 Contacts)	2 Campaigns Per Month (Up to 10,000 Contacts)	2 Campaigns Per Month + Segmentation blasts
Lead Generation Turn unknown visitors in to known prospects. Reduce your reliance on third-party OTAs.	Destination Guide Web App & Supporting Marketing Automation (Wedding and Vacation Guide)	Destination Guide Web App & Supporting Marketing Automation (Wedding and Vacation Guide)	Destination Guide Web App & Supporting Marketing Automation	4 Lead Campaigns & Supporting Marketing Automation Requires Q4Launch website
Content Creation: New Pages & Blogs Includes strategy, original content, optimization, images and CTAs	Available a la carte	500 Words Per Month	1,000 Words Per Month	2,000 Words Per Month
Social Media Grow your fan base, increase engagement & get you found	1-2 Posts per week (Facebook or Instagram)	Post 3-5x/week: Facebook	Post 3-5x/week: Facebook	Post 3-5x/week: 2 Platforms (Facebook and Instagram or Pinterest)
Monthly Flat Fee Pricing*	\$3,297	\$3,697 DS WP	Enhanced \$3,997	Aggressive \$5,997
Initial Option Chosen:				
<b>Optional A La Carte Services</b>				
Future Proof Website Future Proof™ website and New Every 3™ years guarantee included (Subject to separate Q4Launch Website Agreement)	Monthly Subscription: \$500/mo	DS WP		
MLS Integration				
Guest LifeCycle Automation				
5 Star Review App				

B) Google Ad Spend of \$36,000 for 2023/2024 | With request: the goal of targeting guests going to Hilton Head and Savannah markets. In addition to the ad campaigns already running Recommendations from PPC Specialist: Our PPC specialist agrees that this is an appropriate budget to add these additional campaign targets. Our PPC specialist estimates that this expanded keyword list/campaigns should generate over 2,000 clicks and have an impression share around 50%. • Keyword bids now ongoing for Savannah & Hilton Head related keywords.

**Google Ads:** The increase in Q1 of 2023 has already shown a 70% increase in session and a 50.5% increase in booking engine clicks prove the overall investment is driving more qualified traffic to the booking engine through the direct booking website and generating more direct interactions with the Marriott booking engine. If possible, the increase in budget should remain throughout the peak booking season to ensure occupancy continues to outperform previous year.

**Additional Information:** Jan 2023 shows:

a. Ads drove ~ 1,500 clicks, ~ 14,200 impressions, and ~400 clicks to the booking engine.  
Branded keywords continued to be a top driver of traffic however, with the addition of the new campaigns – we also saw a significant amount of traffic from Savannah and Hilton Head related keywords.

**Digital Marketing Campaign Reach**



**C) Social Media Influencers content and posts- Cost \$60,000**



Social Media Stats from 2022:

Instagram: reached 23,479

Profile Visits: 7,487

New Followers: 592

Facebook: 11,259

Profile Visits: 1,876

New Followers: 90

***D) Media and Content Refresh –Cost \$20,000***

Refresh website with inspiring photographic imagery that improves visitor engagement and activation for andellinn.com and Marriott.com websites to include updated photography and videos on both sites. See new 2022 Video below includes Andell Inn, Kiawah Beach, and Freshfields Village.

**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 2023-2024

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.

Meredith Klindtworth

Signature

General manager

Title

Andell Inn

Organization

3/16/23

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 Advisory Committee**  
**Application for Accommodations Tax Funds**

**Letter of Introduction**

The Town of Kiawah Island State Accommodations Tax Advisory Committee will meet on Friday, March 31, 2023 at 1:00 pm to consider new applications for funding for Fiscal Year 2023-2024. The meeting will be held at the Municipal Center Complex located at 4475 Betsy Kerrison Parkway, Kiawah Island, SC 29455 in the Council Chambers. To be considered, the completed application must be received by the Town Clerk by **2:00 pm on March 17, 2023**.

For detailed information regarding how state accommodations tax funds can be spent, please refer to the Department of Revenue's official advisory opinion contained in **SC REVENUE RULING #98-22**. This information is available from the Town Treasurer.

As stated in the law, any money in the Tourism-related Fund must be spent on tourism-related expenditures, which include:

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 the 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 cost directly attributed by tourists;
5. public facilities such as restrooms, dressing rooms, parks, and parking lots;
6. tourist shuttle transportation;
7. control and repair of waterfront erosion; and
8. operating visitor information centers.

**Please note which of the above applies to this application and write the category number on the Tourism Related Expenditure Category line on page 1 of the application.** A responsible person from the submitting organization **must** attend the SATAX Advisory Committee meeting (in-person) on **Friday, March 31, 2023 at 1:00 pm** to present the request /application (limit to five minutes) and to answer committee member questions.

Actions taken by the State Accommodations Tax Advisory Committee must be approved by the Ways and Means Committee and Town Council before funds may be committed to the applicant or dispersed by the Town.

Please retain this cover sheet for your records. For further information, please contact:

Petra Reynolds, Town Clerk  
4475 Betsy Kerrison Parkway  
Kiawah Island, SC 29455

Phone: 843-768-5101  
Email: preynolds@kiawahisland.org  
Fax: 843-768-4764



**Town of Kiawah Island  
State Accommodations Tax Application**

**Fiscal Year 2023-2024**

**APPLICATION DEADLINE:  
2:00 pm on March 17, 2023**

**NAME OF EVENT** \_\_\_\_\_

**Date of application:** \_\_\_\_\_ **Amount of request: \$** \_\_\_\_\_

**Tourism Related Expenditure Category** (see coverpage for categories): \_\_\_\_\_

**NAME OF APPLICANT:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Name and position of person submitting request:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Telephone #** \_\_\_\_\_ **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)** \_\_\_\_\_ **(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)**

Briefly describe your project, and its goals and objectives.

Date(s) of project.

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

Total estimated attendance: \_\_\_\_\_

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

Number of tourist/visitors\* expected: \_\_\_\_\_

Number of overnight visitors: \_\_\_\_\_

Number of room nights expected: \_\_\_\_\_

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 2023-2024**

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)

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?

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

Will funding be requested on a continued basis? Yes\_\_\_\_\_No\_\_\_\_\_If yes, how many years?

Other Comments:

<b>Mail Completed Application To:</b>	<b>Town of Kiawah Island</b>
	<b>Attn: Town Clerk</b>
	<b>4475 Betsy Kerrison Parkway</b>
	<b>Kiawah Island, SC 29455</b>
<b>Email Completed Application To:</b>	<b>preynolds@kiawahisland.org</b>

**State Accommodations Tax Application**  
**Fiscal Year 2023-2024**

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

\_\_\_\_\_  
Title

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Date

**For Office Use Only**

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

Action Taken by SATAX Committee:

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

Action Taken by Ways & Means Committee:

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

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

## Project Outline:

This request is a one-time, equipment-only grant request for medical and rescue equipment to enhance the current emergency response resources available to the Town of Kiawah's residents and visitors.

After analyzing the address data captured by Barrier Island Ocean Rescue's DHEC reporting platform for medical and rescue calls – it was shown that 90% of all patients treated by Barrier Island Ocean Rescue [BIOR] in 2022 reside more than 50 miles from Kiawah. Eighty percent of that same patient total were shown to reside outside of South Carolina completely.

Due to the increasing volume of traffic on the island, the aging nature of the population, and the limited resources currently available on the island, BIOR is requesting funding for the items below. The warranties on all exceed the terms of the current contracts (including possible extensions), and it is anticipated that the cost of repair/replacement of these items will be the burden of BIOR and be contained within the contracted service going forward. The quote for each item is attached and full details are linked in the description below.

## Equipment:

- Twelve (12) Mobile Data Terminals (MDTs)
  - The rugged computer/tablets used by emergency medical service responders to communicate instantly with dispatch.
  - Currently, there is a minimum of a six minute delay before BIOR staff are able to access the call information with mapping and notes.
  - The Town's Public Safety Director and BIOR have spent several months in discussion with Charleston County Consolidated Dispatch to have access to the system, and have finally been approved as users – these MDTs will allow us to fully integrate the service provided with the rest of the 911 system.
  - [Toughbook 40 Details](#)
  
- Two (2) Cardiac Monitors
  - Commonly referred to as a 12-lead, cardiac monitors would allow BIOR to pursue accreditation as an Advanced Life Support (ALS) Agency – thus providing the highest level of pre-hospital care possible.
  - [Tempus Pro Details](#)
  
- One (1) Lucas Chest Compression System
  - Taking the place of a responder in a life or death situation, the Lucas device mechanically takes over chest compressions (the priority during cardiac arrest) allowing the on-scene personnel to provide higher and better care than would be possible otherwise.
  - [Lucas Device Details](#)

- One (1) Sonar Emily Device
  - A remote control device utilizing sonar to locate persons in the water regardless of surface conditions and extending the capabilities of responders during an extended search situation in the limited visibility waters that surround Kiawah.
  - [Sonar Emily Details](#)
  
- One (1) Aqua Eye Device
  - A handheld, underwater scope that has the ability to instantly search up to an acre of water for persons in the water from a dock or bank of a natural body of water – at the surface or below.
  - [Aqua Eye Details](#)
  
- Two (2) Digital Night Vision Monoculars
  - Specifically due to the after-hours component of the Code Enforcement contract and the number of rescue calls that happen after dark – these scopes would allow responders to operate at full capacity with a range beyond that of a flashlight without disrupting the delicate wildlife on the island.
  - [Sionyx Details](#)
  
- One (1) Search and Rescue Drone with payload drop system
  - A platform that allows rescuers to almost instantly respond and drop flotation devices to people in the water while the rest of the rescue resources are mobilized.
  - Also allows for SAR in the marsh, shallows, and other areas where boats are limited.
  - Price includes all training and insurance
  - [Matrice 300 RTK Details](#)

Budget:

In accordance with the data showing that 90% of people treated by BIOR are defined as “tourists” - BIOR is requesting 90% of the total costs of the items below be supported by a one-time SATAX grant.

Item(s)	Total Cost	Requested Funding
Twelve (12) Mobile Data Terminals	\$80,856.00	\$72,770.40
Two (2) Cardiac Monitors	\$86,920.96	\$78,228.86

One (1) Lucas Device	\$21,738.73	\$19,564.86
One (1) Sonar Emily Device	\$41,540.00	\$37,386.00
One (1) Aqua Eye Device	\$8,085.00	\$7,276.50
Two (2) Digital Night Vision Monoculars	\$3,068.00	\$2761.20
One (1) SAR Drone with Payload Drop System	\$33,580.88	\$30,222.79
<b>Totals</b>	<b>\$275,789.57</b>	<b>\$248,210.61</b>



## Sales Quote

Barrier Island Ocean Rescue (#C33533)

Quote #	Date	Quote Valid Until	Terms	Ref
Q-01384	9/2/2022, 8:32 AM	4/30/2023		

**Account Specialist**

Tim Grayewski  
tim@ruggeddepot.com  
p: 800-905-6743  
f: 281-259-6615

**Billing**

Barrier Island Ocean Rescue  
32 Sora Rail Road  
Kiawah Island, SC 29455

**Shipping**

Barrier Island Ocean Rescue  
32 Sora Rail Road  
Kiawah Island, SC 29455

Item Code	Details	Qty	Unit Price	Extended
FZ-40A SERIES (SKUs VARY)	Win10 Pro (Win11 DG), Intel Core i5-1145G7 vPro (up to 4.4GHz), AMT, 14.0" FHD Gloved Multi Touch, 16GB, 512GB OPAL SSD, Intel Wi-Fi 6, Bluetooth, 4G EM7690, Quad Pass (BIOS Selectable), Mic and Infrared 5MP Webcam, Standard Battery, TPM 2.0, Emissive Backlit Keyboard, Flat	12.00	\$4,655.00	\$55,860.00
7300-0605-06	Panasonic Toughbook 40 TrimLine Docking Station, Lite Port, No RF. See it at this link: <a href="https://www.gamberjohnson.com/products/panasonic-toughbook-40-trimline-docking-station-lite-port-no-rf">https://www.gamberjohnson.com/products/panasonic-toughbook-40-trimline-docking-station-lite-port-no-rf</a>	12.00	\$1,299.00	\$15,588.00
LIND DC PWR - BW OR CIG	Lind 120 Watt 12-32 Volt Input Car Adapter for ToughBooks for Hardwired Installations (bare wire or cig plug tip - customer must choose)	12.00	\$149.00	\$1,788.00
NTE MOUNTING PARTS KIT	This NTE (Not To Exceed) pricing for mounting parts covers most standard lift and angle adjustment parts needed to support any cradle or dock for a mobile computer in a vehicle. Mounting kits are Make Model Year specific. An example of a fully assembled mount kit can be seen at this link: <a href="https://www.gamberjohnson.com/products/universal-adjustable-seat-base-pedestal-kit-mongooser-xle-9">https://www.gamberjohnson.com/products/universal-adjustable-seat-base-pedestal-kit-mongooser-xle-9</a> .	12.00	\$550.00	\$6,600.00

Freight	\$1,020.00
Freight Type	
Total	\$80,856.00



This document is not an Order unless signed. Please read this sales quote thoroughly and verify that it fits your specifications. If this sales quote fulfills your requirements, please submit a signed copy of this sales quote. No sales order can be generated without a written, detailed purchase order or a signed copy of this sales quote in place of a purchase order. This document, when signed, is an official Purchase Order.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Purchase Order # \_\_\_\_\_

Terms \_\_\_\_\_

Billing Contact Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

### Terms & Conditions

- Any refunds, for any reason (including cancellations), if payment was made with American Express, refund will be less 4% American Express merchant processing charge
- All shipments are FOB Destination, Freight Prepaid & Add, unless using customer shipping account, if freight not shown on quote, it will be added to invoice
- Payment must be made in U.S. dollars
- Pricing and quantities are subject to change
- Rugged Solutions America LLC reserves the right to substitute products of equal or greater specifications
- Invoices are subject to late payment charges of 18% per year computed monthly after due date
- All products are sold "AS IS"
- No credit allowed for goods returned without prior approval
- ALL RETURNS MUST BE ACCOMPANIED BY A RETURN MATERIAL AUTHORIZATION NUMBER AND ARE SUBJECT TO A 20% RESTOCKING/HANDLING FEE; IF A SPECIAL ORDER PART, ADDITIONAL VENDOR RESTOCKING/HANDLING FEES MAY APPLY
- Claims for loss or damage in shipment must be made to the carrier by the Customer. All others must be made to Rugged Solutions America LLC within 2 days of receipt of goods. All goods shipped at the buyer's risk
- All product and services on this invoice will remain the property of Rugged Solutions America LLC and will be fully encumbered until full payment has been remitted
- Terms orders are based off from payment being made via check or ACH or Wire. If Credit Card is presented as payment, an administrative fee of 3.5% plus \$25.00 will be added to the corrected invoice



## Barries Islands Lucas 3.6.23

Quote Number: 10666203

Remit to: **Stryker Medical**

P.O. Box 93308

Version: 1

Chicago, IL 60673-3308

Prepared For: Barrier Islands Rescue

Rep: Preston Keck

Attn:

Email: preston.keck@stryker.com

Phone Number: (843) 709-9548

Quote Date: 03/15/2023

Expiration Date: 06/13/2023

### Delivery Address

Name: Barrier Islands Rescue

Account #:

Address: 32 Sora Rail Road

Kiawah Island

South Carolina 29455

### End User - Shipping - Billing

Name: Barrier Islands Rescue

Account #:

Address: 32 Sora Rail Road

Kiawah Island

South Carolina 29455

### Bill To Account

Name: Barrier Islands Rescue

Account #:

Address: 32 Sora Rail Road

Kiawah Island

South Carolina 29455

### Equipment Products:

#	Product	Description	Qty	Sell Price	Total
1.0	99576-000063	LUCAS 3, v3.1 Chest Compression System, Includes Hard Shell Case, Slim Back Plate, (2) Patient Straps, (1) Stabilization Strap, (2) Suction Cups, (1) Rechargeable Battery and Instructions for use With Each Device	1	\$17,433.07	\$17,433.07
2.0	11576-000060	LUCAS Desk-Top Battery Charger	1	\$1,166.25	\$1,166.25
3.0	11576-000071	LUCAS External Power Supply	1	\$369.00	\$369.00
4.0	11576-000080	LUCAS 3 Battery - Dark Grey - Rechargeable LiPo	1	\$693.75	\$693.75
5.0	99577-001957	LIFEPAK 15 V4 Monitor/Defib - Manual & AED, Trending, Noninvasive Pacing, SpO2, SpCO, NIBP, 12-Lead ECG, EtCO2, BT. Incl at N/C: 2 pr QC Electrodes (11996-000091) & 1 Test Load (21330-001365) per device, 1 Svc Manual CD (26500-003612) per order	2	\$34,706.53	\$69,413.06
6.0	41577-000288	Ship Kit -QUIK-COMBO Therapy Cable; 2 rolls100mm Paper; RC-4, Patient Cable, 4ft.; NIBP Hose, Coiled; NIBP Cuff, Reusable, adult; 12-Lead ECG Cable, 4-Wire Limb Leads, 5ft; 12-Lead ECG Cable, 6-Wire Precordial attachment	2	\$0.00	\$0.00
7.0	21330-001176	LP 15 Lithium-ion Battery 5.7 amp hrs	6	\$454.50	\$2,727.00
8.0	11140-000015	AC power cord	2	\$78.75	\$157.50
9.0	11141-000115	REDI-CHARGE Base (power cord not included)	2	\$1,516.50	\$3,033.00
10.0	11140-000052	LP15 REDI-CHARGE Adapter Tray	2	\$205.50	\$411.00
11.0	11171-000082	Masimo RC Patient Cable - EMS, 4 FT.	2	\$218.40	\$436.80
12.0	11171-000046	Masimo M-LNCSCI, Adult Reusable SpO2 only Sensor. For use with RC Patient Cable.	2	\$262.60	\$525.20



Barries Islands Lucas 3.6.23

Quote Number: 10666203

Version: 1

Prepared For: Barrier Islands Rescue

Attn:

Quote Date: 03/15/2023

Expiration Date: 06/13/2023

Remit to: Stryker Medical

P.O. Box 93308

Chicago, IL 60673-3308

Rep: Preston Keck

Email: preston.keck@stryker.com

Phone Number: (843) 709-9548

#	Product	Description	Qty	Sell Price	Total
13.0	11171-000040	Masimo M-LNCSediatric Single Patient Use Adhesive SpO2 only Sensor. Box of 20. For use with RC Patient Cable.	2	\$310.70	\$621.40
14.0	21300-008159	LIFEPAK 15 NIBP Straight Hose, 6'	2	\$69.00	\$138.00
15.0	11160-000013	NIBP Cuff-Reusable, Child	2	\$24.75	\$49.50
16.0	11160-000017	NIBP Cuff -Reusable, Large Adult	2	\$34.50	\$69.00
17.0	11160-000019	NIBP Cuff-Reusable, Adult X Large	2	\$48.75	\$97.50
18.0	11577-000002	LIFEPAK 15 Basic carry case w/right & left pouches; shoulder strap (11577-000001) included at no additional charge when case ordered with a LIFEPAK 15 device	2	\$324.00	\$648.00
19.0	11220-000028	LIFEPAK 15 Carry case top pouch	2	\$58.50	\$117.00
20.0	11260-000039	LIFEPAK 15 Carry case back pouch	2	\$83.25	\$166.50
Equipment Total:					\$98,272.53

Price Totals:

Estimated Sales Tax (9.000%):	\$8,844.53
Freight/Shipping:	\$1,542.63
Grand Total:	\$108,659.69

Prices: In effect for 30 days

Terms: Net 30 Days

Contact your local Sales Representative for more information about our flexible payment options.

**Capital Terms and Conditions:**

Deal Consummation: This is a quote and not a commitment. This quote is subject to final credit, pricing, and documentation approval. Legal documentation must be signed before your equipment can be delivered. Documentation will be provided upon completion of our review process and your selection of a payment schedule. Confidentiality Notice: Recipient will not disclose to any third party the terms of this quote or any other information, including any pricing or discounts, offered to be provided by Stryker to Recipient in connection with this quote, without Stryker's prior written approval, except as may be requested by law or by lawful order of any applicable government agency. A copy of Stryker Medical's Acute Care capital terms and conditions can be found at [https://techweb.stryker.com/Terms\\_Conditions/index.html](https://techweb.stryker.com/Terms_Conditions/index.html). A copy of Stryker Medical's Emergency Care capital terms and conditions can be found at <https://www.strykeremergencycare.com/terms>.

# Quotation

HYDRONALIX  
1691 W. Commerce Court Suite 141  
Green Valley, AZ 85614

1-Mar-23  
Quotation #230301

Sosnowski Barrier Island Ocean Rescue  
Attention: Michael Sosnowski  
843-817-7208

JOB	PAYMENT TERMS
	100% Due Prior to Shipping PO Due upon Receipt

DESCRIPTION	QTY	UNIT PRICE	AMOUNT
Sonar EMILY	1	\$41,540.00	\$41,540.00
Float Cover	Additional Impeller	SARHAWK Software	
Sonar Payload Station	Boat Stand		
Battery Chargers 2-Pack	Tool Kit		
Battery Module 2-Pack	Lanyard 2-Pack		
2 Additional Steering Arm Boot Seals	Futaba Transmitter		
Electrical Anti-Corrosion Solution	User Manual		
Additional Inlet Grate	Canvas Airline Carry Bag		
Reverse Bucket	Antenna Flags 2-Pack		
Digital GPS			

SHIPPING Not Included

TOTAL	\$41,540.00
-------	-------------

Incoming US Dollar (USD) Wires:

Intermediary Bank:	Banker's Bank of the West
Intermediary Bank SWIFT	INSTUSS1
Beneficiary Bank:	Canyon Community Bank
Beneficiary Bank Routing Number:	122105825
Beneficiary Bank Address:	7981 N Oracle Rd Tucson, AZ 85704
Beneficiary Name:	Hydronalix

DESCRIPTION	QTY	UNIT PRICE	AMOUNT
Beneficiary Account Number	3200003890		

Lead Time 14-16 Weeks after receipt of PO  
QUOTE VALID FOR 90 DAYS



# Quotation

**VodaSafe Inc**

225-2323 Quebec St. Vancouver BC, V5T 1R7  
Phone: 604-620-0801

**Date** 2023-03-03  
**Quotation #** 001353

**Barrier Island Ocean Rescue**

32 Sora Rail Rd, Johns Island,  
SC 29455, USA  
1-843-817-7208

**Quotation valid until:** 2023-04-02  
**Prepared by:** Doug Peyser

Quantity	Description	Unit Price	Amount
1	AquaEye®	\$ 5,495.00	\$ 5,495.00
1	AquaEye® Service Plan-5 Years	\$ 1,595.00	\$ 1,595.00
1	AquaEye® Reach Extension Pole	\$ 995.00	\$ 995.00
TOTAL			\$ 8,085.00

If you have any questions concerning this quotation, please contact:  
Doug Peyser at: dpeyser@vodasafe.ca, 1 (831) 251-5024

Thank you for your business!

# SIONYX

[Cart](#) > [Information](#) > **Shipping** > [Payment](#)

Contact michael.sosnowski@gmail.com [Change](#)

Ship to Barrier Island Ocean Rescue, 32 Sora Rail Road, Johns Island  
SC 29455, United States [Change](#)

## Shipping method

☒ Free Standard Shipping [Change](#) Free

[Return to information](#)

[Continue to payment](#)



### 1 Extend Shipping Protection Plan

52.00

Extend.ShippingQuoteld: ba92745f-e68e-4819-bc1c-6a0671056fc3

\$52.00



### 2 Extend Protection Plan

Aurora PRO Uncharted Kit-40065137737798 /  
3 Year / Extend Protection Plan with Accident  
Coverage - Sports & Outdoor

\$418.00



2

Aurora PRO Uncharted Kit

\$2,598.00

Discount code

[Apply](#)

Subtotal \$3,068.00

Shipping Free

Total USD **\$3,068.00**



**Shipping Protection by Extend™**

Covers lost, stolen or damaged packages.

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\$52.00



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Barrier Island Ocean Rescue, Michael  
Sosnowski  
32 Sora Rail Road  
Johns Island SC 29455  
United States

## Quotation # SO208940

Quotation Date:

03/16/2023

Expiration:

06/14/2023

Salesperson:

Robert Marley

DESCRIPTION	QUANTITY	UNIT			AMOUNT
		PRICE	DISC.%	TAXES	
Aircraft					
[101-129-1001] DJI Matrice 300 RTK w/Care Enterprise Basic	1.000	10,599.00	0.00	0%	\$ 10,599.00
	Units				

### INCLUDES:

DJI Matrice 300 RTK Aircraft w/Pre-Installed Single Downward  
Gimbal Connector x1  
DJI Smart Controller Enterprise x1  
DJI 24W USB Charger x1  
DJI WB37 Intelligent Battery x1  
DJI Matrice 300 2110 Propeller Pairs x4  
DJI Matrice 300 Landing Gear x2  
DJI Smart Controller Enterprise Spare Stick Cover Pairs x1  
DJI Matrice 300 Propeller Holder x2  
DJI Matrice 300 Spare Gimbal Dampers x4  
DJI Vision System Calibration Plate x1  
DJI Smart Controller Enterprise Triple-Point Lanyard x1  
DJI Matrice 300 Spare Rubber Port Cover Set x1  
DJI Matrice 300 Screw and Tool Set x1  
DJI Vibration Absorbing Board SkyPort Protective Cover x1  
DJI Matrice 300 Battery Terminal Protective Covers x2  
DJI Matrice 300 Wheeled Rugged Hard Case w/Custom Foam x1  
USB-C to USB-A Cable x1  
USB-A to USB-A Cable x1  
DJI Care Enterprise Basic 1-Year Plan x1

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Subtotal \$ 10,599.00

#### Payloads

[101-107-1141] DJI Zenmuse H20T w/Care Enterprise Basic	1.000 Units	9,809.00	0.00	0%	\$ 9,809.00
[100-110-1004] UVT SkyOptix 60+ Tactical Aerial Spotlight The CZI GL60 Plus Spotlight is a three-axis stabilized, fully integrated tactical aerial spotlight that delivers up to 13,400 lumens.	1.000 Units	2,249.00	0.00	0%	\$ 2,249.00
[100-112-1001] UVT SkyDrop TH4 Payload Drop System	1.000 Units	1,199.00	0.00	0%	\$ 1,199.00

Subtotal \$ 13,257.00

#### Additional Equipment

[101-129-1016] DJI Matrice 300 BS60 Intelligent Battery Station The BS60 Battery Charging Station from DJI is designed around the Matrice 300 TB60 flight battery and the WB37 intelligent battery that powers the M300's Smart Controller Enterprise, as well as a number of other DJI products. The BS60 will charge one set of TB60s and one WB37 simultaneously and it is capable of managing, monitoring and updating a total of eight TB60 batteries at one time.	1.000 Units	1,200.00	0.00	0%	\$ 1,200.00
--	----------------	----------	------	----	-------------

It is not recommended to store or transport batteries in the BS60.



<p>[101-129-1019] DJI Matrice 300 TB60 Intelligent Flight Battery</p> <p>Explicitly designed to power the DJI Matrice 300 RTK, the TB60 Intelligent Flight Battery is a 12-cell (12S) LiPo battery with a maximum capacity of 5935 mAh and a maximum voltage of 52.8 V. With its self-heating ability, the TB60 can perform even in extreme cold. The TB60 battery can only be charged using the DJI BS60 Battery Charging Station.</p>	8.000 Units	700.00	0.00	0%	\$ 5,600.00
<p>[101-129-1013] DJI Smart Controller Enterprise</p> <p>Compatible with the Matrice 300 RTK drone, the Smart Controller Enterprise utilizes OcuSync Enterprise technology, providing command/control and video transmission from up to 9 miles away. It also receives and displays your M300's camera footage on a built-in 5.5" FHD (1920x1080) display. The controls provide twin sticks and buttons to operate various aircraft functions, such as RTH, flight pause, and flight mode selection. Dual wheels also offer greater control of an attached gimbal.</p>	1.000 Units	1,250.00	0.00	0%	\$ 1,250.00
<p>[101-129-1021] DJI Matrice 300 Dual Gimbal Connector</p> <p>The DJI Matrice 300 Dual Gimbal Connector is an upgrade to the stock gimbal connector. The Dual Gimbal Connector for the DJI M300 allows you to mount two compatible payloads to the bottom of your Matrice 300.</p> <p>Compatible payloads include the DJI Zenmuse H20 Series, DJI Zenmuse P1, DJI Zenmuse L1, DJI Zenmuse XT2, and all DJI SkyPort third-party payloads.</p>	1.000 Units	250.00	0.00	0%	\$ 250.00
<p>[101-115-1001] DJI WB37 Intelligent Battery</p> <p>The WB37 Intelligent Battery is a 2-cell (2S) LiPo battery with a maximum capacity of 4920 mAh and a maximum voltage of 7.6 V. The DJI WB37 Intelligent Battery is compatible with the Smart Controller Enterprise (for the M300 RTK), D-RTK 2 Mobile Station, CrystalSky Monitors, and the Cendence and Cendence S Remote Controllers.</p>	2.000 Units	59.00	0.00	0%	\$ 118.00



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<p>[118-101-1003] Hoodman Drone Launch Pad 5ft</p> <p>If there's one brand that resonates with drone pilots, it's Hoodman. This Hoodman drone launch pad is their 5-foot diameter landing pad designed to keep your small drone safe during takeoff and landing. This is the recommended landing pad for drones such as the DJI Matrice 200 Series, DJI Matrice 300 RTK, or DJI Inspire 2.</p>	1.000 Units	119.99	0.00	0%	\$ 119.99
<p>[115-101-1079] Go Professional Cases DJI Matrice 300 Case V2</p> <p>This hard case for the DJI Matrice 300 by Go Professional Cases (GPC) is designed to allow you to carry everything you need for a full day's work. Unlike the factory hard case from DJI, this GPC case allows you to carry the M300 and a total of four sets of flight batteries, in addition to an H20, H20T, or H20N, your Z15 gimbal spotlight, and a Z30 or XT2. This being the Matrice 300 Case V2 adds the ability to also carry an L1 or P1 thanks to the redesigned payload tray of the V2 case. All of this in a rugged, water-resistant, drop-resistant Pelican-style hard case from SKB.</p>	1.000 Units	925.00	0.00	0%	\$ 925.00
<p>[115-101-1053] Go Professional Cases DJI Matrice 300 Battery Case</p> <p>Whether you need extra storage or you're trying to keep the weight of your M300 case down, the GPC DJI Matrice 300 Battery Case is your answer. The weather-resistant, drop-resistant hard case comes with custom cut foam to house a total of six (6) DJI M300 TB60 batteries.</p>	1.000 Units	199.00	0.00	0%	\$ 199.00
<p>[115-999-1002] Go Professional Cases microSD Card Holder</p>	1.000 Units	7.95	0.00	0%	\$ 7.95
<p>[CON-SD-103] SanDisk Extreme PRO microSDXC UHS-I Memory Card (128GB)</p>	1.000 Units	39.99	0.00	0%	\$ 39.99
<p>[100-130-1001] UVT ProCare Lens Cleaning Pen</p>	1.000 Units	14.95	0.00	0%	\$ 14.95

**Subtotal \$ 9,724.88**

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## UVT ProLine Services™

[SRV-PL-101] UVT ProLine Pre-Flight Service Our ProLine Pre-Flight Service ensures you receive a turnkey system on day one. This service includes the activation of the hardware and any included service plans (ex. DJI Enterprise Shield) and the updating and testing of all critical flight components. All ProLine services are performed in-house by our factory-trained technicians.	1.000 Units	499.00	100.00	0%	\$ 0.00
[SRV-PLS-103] UVT ProLine Support Premium UVT ProLine Support offers you direct access to our technical and operational support teams. With ProLine Support Premium, this access is provided 24x7x365 to ensure you always have the support you need.	1.000 Units	1,999.00	100.00	0%	\$ 0.00
[SRV-PL-103] UVT ProLine Turnkey Delivery & Training Through our ProLine System Delivery & Training, you get a turnkey system hand-delivered to you by one of our System Specialists. This service includes basic on-site bench training of all purchased equipment ensuring you and your crew know how to fully deploy, stow, and manage the firmware and applications required to operate your new system.	1.000 Units	1,999.00	100.00	0%	\$ 0.00
UPS Ground Free Shipping	1.000 Units	0.00	0.00	0%	\$ 0.00

Subtotal \$ 0.00

Untaxed Amount	\$ 33,580.88
Taxes	\$ 0.00
Total	\$ 33,580.88



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The completion of this transaction via payment, Purchase Order, or electronic signature indicates your acceptance of our Terms & Conditions, available online at [www.uvt.us/terms](http://www.uvt.us/terms). Thank you for choosing UVT!

Payment terms: Net 30



**Town of Kiawah Island  
State Accommodations Tax Application**

**Fiscal Year 2023-2024**

**APPLICATION DEADLINE:**

**2:00 pm on March 17, 2023**

**NAME OF EVENT** Freshfields Village - Event Promotions

**Date of application:** 3/17/23 **Amount of request:** \$ 35,000

**Tourism Related Expenditure Category** (see coverage for categories): #2 - Promotion of Cultural Events

**NAME OF APPLICANT:** Freshfields Village / Freshfields (EDENS) LLC

**Address:** 1221 Main St., Suite 1000

Columbia, SC 29201

**Name and position of person submitting request:** Copeland Kapp

**Email address:** ckapp@edens.com

**Telephone #** 803.744.2438 **Fax #** 803.744.2438

**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)** 57-1102937 (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)**

The Freshfields Village events are designed to provide entertainment for residents, visitors and guests of Kiawah Island. Most of the events are strategically scheduled during peak tourist seasons and holiday weekends. In the last year events returned to a normal cadence and foot traffic was consistently high during these events. The beloved annual events include Art Walk, Sip & Shops, Shag Nights on the Green, Starlight Cinema, Farmers Market and holiday weekends with Santa's Surf Shack and Strolling Holiday Performers.

- Summer concerts on the Green (Fridays - 2023/2024)
- Summer Farmers Market (Mondays – 2023/2024)

Entertainment and family-friendly experiences are key components in determining a vacation destination. Freshfields Village offers a variety of activities and entertainment options for tourists of all ages. In addition, people looking for shared experiences will choose Kiawah Island over other vacation destinations. The free evening activities create a variety of memorable experiences without additional costs to guests of island hotels and rental agencies.

- Onsite posters + brochures
- Freshfields Village website + blogs
- Monthly Email Blasts
- Social Media channels
- Digital Outlets – Charleston Visitors Bureau + Online Community Calendars
- Public Relations

## State Accommodations Tax Application

Fiscal Year 2023-2024

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 Project Costs - \$42,800 / no other source of funding

SATAX 2023/2024 Request: \$35,000

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?

N/A

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

N/A

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

Other Comments:

Funding request has been partially submitted for 2022-2023 fiscal year. Remaining request will be submitted in June 2023. See attached back up.

**Mail Completed Application To:**

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

**Email Completed Application To:**

preynolds@kiawahisland.org

# State Accommodations Tax Application

Fiscal Year 2023-2024

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.

**Copeland Kapp** Digitally signed by Copeland Kapp  
Date: 2023.03.15 20:43:14 -04'00'

Signature

Sr. Director - Corporate Creative Strategy

Title

Freshfields (EDENS) LLC

Organization

3.17.23

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: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

# FY2022/2023 Accommodations Tax Funding Report

You may record information directly on this form or create a separate document for more detailed responses.

## I. PROJECT INFORMATION:

Organization Name: Freshfields Village (EDENS) LLC

Project Name: Freshfields Village - Event Promotions

Contact Name: Copeland Kapp

Phone: 803.744.2438

## II. PROJECT COMPLETION:

Were you able to complete the project as stated in your original application? ongoing through June 2023

If no, state any problems you encountered.

No issues. Ongoing event schedule and promotions.

## III. PROJECT SUCCESS:

Please share any additional comments regarding the project. (e.g., lessons learned, successes, problems encountered, etc.)

## IV. PROJECT ATTENDANCE:

Record numbers in table below, as requested by the Tourism Expenditure Review Committee. Numbers reflect attendance and funds received for project for current and previous years.

	2022-2023	2022-2023
		<input type="checkbox"/> Interim <input checked="" type="checkbox"/> Final
Total budget of event/project	\$42,350	
Amount funded by A-Tax	\$30,000	
Amount funded by A-tax from all sources		
Total Attendance		
Total tourists*		

\*Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by case basis.

## V. METHODS:

Please describe the methods used to capture the attendance data listed above (license plates, surveys, etc.)

We use Placer.ai, an online tool that measures foot traffic at retail locations across the country. We can segment the data by dates, times and customer

profiles including income, gender and favorite shopping spots. Placer.ai collects real-time location data based on mobile applications where consent

has been given to collect location data. This does not include any personally identifiable information. And they do not collect any data of individuals known to be under 16 years old

## VI. PROJECT BUDGET:

Attach report indicating project expenses of Accommodations Tax FY22-23 grant.

## VII. ORGANIZATION SIGNATURE:

Provide signature of official with organization, verifying accuracy of above statements.

Copeland Kapp

Digitally signed by Copeland Kapp  
Date: 2023.03.15 20:43:35 -04'00'

Signature

Sr. Director - Corporate Creative Strategy

Title

Copeland Kapp

Name

3.17.23

Date

## **\$42,800EVENTS – MARKETING EFFORTS**

The following efforts will be used to promote the events to island guests and potential area vacationers.

### **Brochures**

The tri-fold glossy brochures are produced every quarter (6000-8000 per issue) with the event calendar, Village directory and site map. The brochures are distributed in the shops, restaurants, businesses and poster holders in the Village. We also have placed them at Kiawah Town Hall as well as the other three other Charleston Visitors Bureau kiosks in the Charleston area. In addition we supply brochures as welcome or check-in handouts to local rental companies, Andell Inn, Kiawah Real Estate offices and Kiawah Island Club. We regularly provide them to homeowners who rent their house, wedding parties, concierges and vacation groups upon request. Distribution has gone up significantly based on requests from local agencies and the CVB.

### **Onsite Posters**

Throughout the Village there are A-frames featuring our event posters and tri-fold brochures. In addition, we feature our latest event schedule on the Village Kiosk.

### **Freshfields Village Website**

The website offers a robust and user-friendly event calendar which includes Village events and in-store retailer activations. The calendar is designed in a monthly format so that guest can search for the upcoming events around the vacation schedule.

### **Email Blasts**

Monthly email blasts are sent to our database of 5,000 subscribers. A prominent feature is the upcoming event schedule as well as links to our blog with articles like ***Six Events to Ring in Spring at The Village or A Local Favorite: Freshfields Village Art Walk***. The monthly opt-in email includes tourists who return to the island each year for vacation.

### **Social Media**

The social media strategy for Freshfields Village is to create that feeling of “wish I was there” or “I can’t wait to be there”. Our feed is filled with posts about shopping, dining and event promotions as well as general island news. Our 24.2K followers are engaged the most when we share our events and posts about Kiawah lifestyle that reminds them of their vacations. Stats show that behind Charleston, our audience is comprised of followers from Charlotte, Greenville, Atlanta and New York.

### **Explore Charleston**

The Explore Charleston (CVB) website is the go-to site for people planning vacations to the Charleston area. It provides travelers with all information needed to plan a trip including accommodations, attractions, things to do, places to eat and transportation. Explore Charleston is consistently the highest referral sites to FreshfieldsVillage.com Select months will feature event ads and all events are added to their event calendar.

### **Public Relations**

Freshfields Village has contracted with a public relations firm responsible for getting press for our events. The group makes sure the events are listed in local print publications but also on local and regional online calendars that reach people as they are searching “things to do” in the area or while on vacation.

## EVENT PROMOTIONS BUDGET

Expense	23-Jan	23-Feb	23-Mar	23-Apr	23-May	23-Jun	23-Jul	23-Aug	23-Sep	23-Oct	23-Nov	23-Dec	TOTALS
<b>Event Marketing / Advertising</b>													
Brochures		\$ 1,200			\$ 1,200			\$ 1,000			\$ 800		\$ 4,200
Event Posters		\$ 650			\$ 650			\$ 650			\$ 650		\$ 2,600
CVB Web ads	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 7,200
Social Media	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 6,600
Explore Charleston	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 10,200
Public Relations	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 12,000
<b>TOTAL</b>	<b>\$ 3,000</b>	<b>\$ 4,850</b>	<b>\$ 3,000</b>	<b>\$ 3,000</b>	<b>\$ 4,850</b>	<b>\$ 3,000</b>	<b>\$ 3,000</b>	<b>\$ 4,650</b>	<b>\$ 3,000</b>	<b>\$ 3,000</b>	<b>\$ 4,450</b>	<b>\$ 3,000</b>	<b>\$ 42,800</b>

## EVENT FOOT TRAFFIC

2022 Event Traffic	Day of Week	Time	Avg Visitors per event	Total season	Avg Total Visitors to FFV during event times	Average Stay
Monday Farmers Market (15 total)	Mondays	3-7pm	400	6,000	4,900	100 min
Friday Music Series (15 concerts)	Fridays	6-9pm	500	7,500	5,500	150 min
Shag Night (spring + fall)	Tues + Thurs	6-8pm	75	1,200	1,500	163 min
Cars + Cofeee (monthly)	Saturdays	9-11am	200	2,400	1,500	238 min
Starlight Cinema (Easter + July) *	Wednesdays	8:30pm	300	1,500	5,000	211 min
Dogtoberfest	Oct. 22	11-4pm	450	450	4,000	100 min
Thanksgiving weekend with Santa	Fri + Sat + Sun	9am-6pm	340**	1,020	14,130	125 min
Holiday Entertainment weekends (3 wkends)	Fri + Sat	9am-6pm	2000	12,000	16,210	109 min
* used 2021 numbers						
** families per day for Santa pics						
<b>TOTAL</b>				<b>32,070</b>	<b>52,740</b>	



## FRESHFIELDS VILLAGE 2023 Calendar of Events

### JANUARY

**CARS & COFFEE**  
Sat (1/21) 9-11 am

### FEBRUARY

**ART WALK**  
Fri (2/17) 4-7 pm  
**CARS & COFFEE**  
Sat (2/18) 9-11 am

### MARCH

**SIP & STROLL**  
Thurs (3/16) 4-7 pm  
**CARS & COFFEE**  
Sat (3/18) 9-11 am

### APRIL

**SHAG NIGHT**  
Tues (4, 11, 18, 25)  
6-8 pm  
**EASTER WEEKEND  
SPRING CONCERT**  
Fri (4/7) 6-9 pm

### APRIL continued

**EASTER WEEKEND  
SPRING MOVIE**  
Sat (4/8) 8 pm  
**CARS & COFFEE**  
Sat (4/15) 9-11 am  
**17th ANNUAL  
BLUES BY THE SEA**  
Sun (4/16) 3-7 pm  
**SIP & STROLL**  
Thurs (4/20) 4-7 pm

### MAY

**SHAG NIGHT**  
Tues (2, 9, 16, 23, 30)  
6-8 pm  
**SIP & STROLL**  
Thurs (5/18) 4-7 pm  
**CARS & COFFEE**  
Sat (5/20) 9-11 am  
**MEMORIAL DAY  
WEEKEND  
CONCERTS**  
Fri (5/26) & Sat (5/27)  
6-9 pm

### JUNE

**MUSIC ON  
THE GREEN**  
Fri (2, 9, 16, 23, 30)  
6-9 pm  
**FARMER'S MARKET**  
Mon (5, 12, 19, 26)  
3-7 pm  
**CARS & COFFEE**  
6.17.23 (9-11 am)

### JULY

**FARMER'S MARKET**  
Mon (10, 17, 24, 31)  
3-7 pm  
**STARLIGHT CINEMA**  
Wed (5, 12, 19, 26)  
8:30 pm  
**MUSIC ON  
THE GREEN**  
Fri (7, 14, 21, 28)  
6-9 pm  
**CARS & COFFEE**  
7.15.23 (9-11 am)

### AUGUST

**MUSIC ON  
THE GREEN**  
Fri (4, 11, 18, 25)  
6-9 pm  
**FARMER'S MARKET**  
Mon (7, 14, 21, 28)  
3-7 pm  
**CARS & COFFEE**  
8.19.23 (9-11 am)

### SEPTEMBER

**MUSIC ON  
THE GREEN**  
9.1.23 (6-9 pm)  
**CARS & COFFEE**  
9.16.23 (9-11 am)  
**SIP & STROLL**  
9.21.23 (4-7 am)

### OCTOBER

**SIP & STROLL**  
10.19.23 (4-7 pm)  
**CARS & COFFEE**  
10.21.23 (9-11 am)  
**DOGTOBERFEST**  
10.28.23 (1-5 pm)

### NOVEMBER

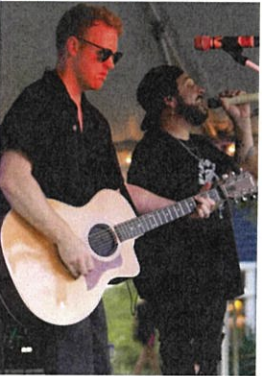
**SIP & STROLL**  
11.16.23 (4-7 pm)  
**CARS & COFFEE**  
11.18.23 (9-11 am)  
**STROLLING  
ENTERTAINMENT**  
Nov 24-25 (10 am-5 pm)  
Nov 26 (11 am-3 pm)  
**SANTA PHOTOS**  
Nov 24-25 (10 am-5 pm)  
Nov 26 (11 am-3 pm)

### DECEMBER

**STROLLING  
ENTERTAINMENT**  
Dec 2, 9, 16  
(12-3 pm)  
**SIP & STROLL**  
12.14.23 (4-7 pm)  
**CARS & COFFEE**  
12.16.23 (9-11 am)

# Spring 2023 Calendar of Events

## AT FRESHFIELDS VILLAGE



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Join Freshfields Village for our Shag Night Series. Head to the Village Green to enjoy music perfect for shagging, the state dance of South Carolina.

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6-8 pm

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#### APRIL

continued

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FRESHFIELDSVILLAGE.COM // @FRESHFIELDSVILLAGE



### LOWCOUNTRY. LUXURY. RETAIL.

Freshfields Village is one of the most unique & luxurious retail destinations at the crossroads of Kiawah, Seabrook, and Johns Islands. Offering 50+ shops, delectable cuisine, memorable activities and unrivaled amenities, as well as a spa and boutique hotel, all in a relaxed Lowcountry setting.

165 VILLAGE GREEN LANE, KIAWAH ISLAND, SC

FRESHFIELDSVILLAGE.COM // @FRESHFIELDSVILLAGE



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# SPRING 2023

EVENT GUIDE + DIRECTORY



LOWCOUNTRY. LUXURY. RETAIL.  
Eat. Shop. Play. Stay.

FRESHFIELDSVILLAGE.COM // @FRESHFIELDSVILLAGE

EDENS.

## FRESHFIELDS VILLAGE DIRECTORY



Area code for telephone numbers below is (843) unless otherwise specified.

Single letters denote:  
1st floor occupant.

Double letters denote:  
2nd floor occupant.

### ACCOMMODATIONS

AA Andell Inn..... 793-6050

### APPAREL SHOES & ACCESSORIES

U The Beaufort Bonnet Co..... 974-8753  
D Coastal Footwear..... 768-8468  
H Faberly..... 854-895-2450  
T Holly & Brooks..... 768-5777  
T Islands Mercantile..... 329-1394  
T J.McLaughlin..... 768-4004  
T Johnny Was..... 854-800-5374  
H Las Olas..... 768-4672  
C Lilly Pulitzer..... 768-9724  
T Luminary..... 854-444-2457  
U Peyton William Jewelry..... 212-5558  
P SHOWROOM..... 737-4323  
G Southern Tide..... 297-4222  
G Spartina 449..... 203-6480  
G TINA Stephens..... 404-7977  
I vineyard vines..... 768-2375

### BANKING & ATM

R Bank of America..... 768-6773  
N Trust..... 768-9244  
O First National Bank..... 256-8737  
T Wells Fargo..... 768-6248

### DINING

U Ben & Jerry's..... 779-0448  
B Café Eugenia..... 974-3869  
A Cantina 75..... 737-4507  
F FortyEight..... 768-2245  
B Fuji Sushi Bar & Grill..... 596-4898  
S Hope's..... 768-0035  
R Java Java..... 243-0222  
N Jersey Mike's Subs..... 872-9987  
C King Street Grille..... 768-5444  
U La Tela Pizzeria..... 768-1951  
O The Co-Op..... 768-2403  
L The Station Deli..... 768-4567  
F The Village Market by Harris Teeter..... 243-3276  
J Vincent's Soda Fountain..... 243-0007

### GIFTS, BOOKS & ART

O Doin' the Charleston..... 243-9292  
R Indigo Books..... 768-2255  
B Palmetto Scent Studio..... 768-3414  
UU Patricia Huff Gallery & Art Studio..... 404-245-5766

RESTROOMS

ELEVATOR

### GROCERY, BEER, WINE & LIQUOR

D Kiawah Spirits..... 768-1978  
F The Village Market by Harris Teeter..... 243-3276  
L The Station..... 768-4567  
F FortyEight..... 768-2245  
W Wine Bar & Kitchen..... 768-2245

### HOME DESIGN, ACCESSORIES & SERVICES

DD Auduberg Home Collection..... 768-5554  
G GDC Home..... 768-4246  
Q Indigo Health..... 854-444-2250  
Q Knight Residential Group..... 704-733-9566

### MEDICAL, HEALTH & BEAUTY

U Blumercury..... 768-2400  
PP HSC Group LLC..... 764-7099  
P Indigo Health..... 303-9135  
J Kiawah Nail Studio..... 768-2299  
J Roper St. Francis Primary Care..... 768-1025  
Q Sweetgrass Plastic Surgery..... 471-1135  
N Urban Nirvana Hair..... 212-5292  
C Urban Nirvana Spa..... 764-9160  
O Village Dentistry..... 768-8376  
UU Village Optical..... 768-0565  
J Vincent's Drug Store..... 243-0007

### PET SUPPLIES & SERVICES

N Dottie's..... 872-5060  
N Salt Marsh Animal Hospital..... 970-9064

### POSTAL SERVICES

O Post & Computer Center..... 768-2626

### REAL ESTATE SALES

O Kiawah Island Real Estate..... 768-3400  
DD Kiawah Island Rentals by Vacasa..... 855-861-5757

### SERVICES

HH Buist, Byers & Taylor Law Firm..... 768-6600  
UU Charleston County Sheriff's Dept..... 743-7200  
GO Go Rentals..... 858-3001  
PP Kiawah Island ARB..... 768-3419  
UU Kiawah Island Club BiHubs..... 768-6100  
PP Kiawah Partners Human Resources..... 768-3420  
O The Corner Dry Cleaners..... 768-8363  
L The Station..... 768-4567

### SPORTING GOODS & FITNESS

E SeaCoast Sports & Outfitters..... 768-8486  
R lululemon..... 768-3566

## CURRENT RETAIL HOURS:

MONDAY-SATURDAY  
10:00 am-6:00 pm

SUNDAY  
1:00 pm-6:00 pm

Restaurant and retail hours may vary.  
Extended hours may apply for special events.





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Town of Kiawah Island  
State Accommodations Tax Application  
Fiscal Year 2023-2024  
**APPLICATION DEADLINE:**  
**2:00 pm on March 17, 2023**

NAME OF EVENT #DiscoverKiawah : A National Influencer Event

Date of application: 3.17.23 Amount of request: \$ 150,000

Tourism Related Expenditure Category (see coverage for categories): #1 - Advertising & Marketing

NAME OF APPLICANT: Freshfields Village / Freshfields (EDENS) LLC

Address: 1221 Main St, Suite 1000

Columbia, SC 29201

Name and position of person submitting request: Copeland Kao

Email address: ckapp@edens.com

Telephone # 803.744.2438 Fax # 803.744.2438

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) 57-1102937 (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)

Briefly describe your project, and its goals and objectives.

Based off of the Fall 2022 influencer campaign experience, Freshfields Village proposes to plan and host 3 to 4 national influencers. These influencers will have a curated experience of Kiawah Island showcasing its natural beauty and luxury accommodations coupled with the the shopping, dining and service amenities of Freshfields Village. The event will allow introduce them to a variety of experiences, tailor-made for their interests, but also allow for the freedom to explore. We will partner with other entities on the island to create a


The goal is to host influencers with diverse backgrounds and interests. Examples include a couple on a luxury get-away weekend, the sophisticated traveler, or the active family.

We will partner with Obviouslee, a local marketing firm, to target a very select group of travel influencers. They will be vetted for follower count, engagement rates, comments and overall aesthetics. Once selected we will create custom itineraries reflective of the influencer. In addition to great shared content in the form of posts or reels, we will require each influencer to offer a "give-away" on their platform including a 2-night stay and gift cards for shopping and dining. The give-away's success in the fall amplified how successful it is in gaining new followers.

Date(s) of project.

Quarterly from July 2023 - June 2024 (Fall, Holiday, Winter, Spring)

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

1. Increased Brand Awareness: By collaborating with well known, highly engaged social media influencers who have a significant following, the campaign can increase brand awareness and introduce Kiawah Island to a wider audience. This can create a buzz and generate interest in the destination, ultimately driving more visitors and tourists to the island.
2. Showcase Kiawah Island's Attractions: The influencers would create content that highlights Kiawah Island's unique attractions, such as its beautiful beaches, golf courses, wildlife, and natural beauty as well as the offerings of Freshfields Village. This can showcase the island's appeal to potential tourists and encourage them to plan a visit. 

Total estimated attendance: Not applicable / not a public event

Estimated tourist/visitor dollars to the community: \$

Number of tourist/visitors\* expected:


Number of overnight visitors:

Number of room nights expected:

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 will target top tier travel influencers from larger metro areas. Social reviews and recommendations are still very reliable avenues for the travel industry. Influencer partnerships allow for sharing real-time and real-life experiences - much more organic than paid media. Key to using national influencers is exposing a new audience to Kiawah Island as a leading vacation destination. Followers of travel influencers are a key demographic that are always looking for new experiences in new places. Overall, the target audience for the Kiawah Island influencer campaign is sophisticated, discerning, and well-traveled, seeking exceptional experiences that cater to their interests and preferences, and 

## State Accommodations Tax Application

Fiscal Year 2023-2024

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 projects costs: \$150,000

SATAX 2023/2024 request: \$150,000

Estimated Budget - assumes 4 influencer visits

Retainer: third party marketing firm \$16,000

Fee per influencer (\$20-25,000 each) \$75,000

Event related fees: \$57,000

(includes Travel / hotel, Gift cards for shopping, Experiences, Meals, Giveaway trips)

Social ads for boosting (\$500 each) \$2,000

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?

N/A

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

N/A

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

Other Comments:

Mail Completed Application To:

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

Email Completed Application To:

preynolds@kiawahisland.org

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.

**Copeland Kapp**

Digitally signed by Copeland Kapp  
Date: 2023.03.16 19:07:41 -04'00'

Signature

Sr. Director - Corporate Creative Strategy

Title

Freshfields Village / Freshfields (EDENS) LLC

Organization

3/17/23

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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# FY2022/2023 Accommodations Tax Funding Report

You may record information directly on this form or create a separate document for more detailed responses.

## I. PROJECT INFORMATION:

Organization Name: Freshfields Village / Freshfields (EDENS) LLC

Project Name: Destination: Freshfields Village - A national + regional influencer event

Contact Name: Copeland Kapp

Phone: 803.744.2438

## II. PROJECT COMPLETION:

Were you able to complete the project as stated in your original application? Yes - final influencer visit in spring 2023

If no, state any problems you encountered.

## III. PROJECT SUCCESS:

Please share any additional comments regarding the project. (e.g., lessons learned, successes, problems encountered, etc.)

Please see attached presentations: Garden & Gun Influencer / Advertorial / Digital campaign and 2022 SATAX Influencer Campaign (partnered with Obviouslee Marketing)

## IV. PROJECT ATTENDANCE:

Record numbers in table below, as requested by the Tourism Expenditure Review Committee. Numbers reflect attendance and funds received for project for current and previous years.

	2022-2023	2022-2023
		<input type="checkbox"/> Interim <input checked="" type="checkbox"/> Final
Total budget of event/project	\$236,000	
Amount funded by A-Tax	to date: \$196,568.38	
Amount funded by A-tax from all sources		
Total Attendance		
Total tourists*		

\*Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by case basis.

## V. METHODS:

Please describe the methods used to capture the attendance data listed above (license plates, surveys, etc.)

Included in their contracts was to provide the data and metrics showing the activity generated on their social media accounts (primarily instagram). The key metrics are impressions, views, engagement rate and followers gained.

## VI. PROJECT BUDGET:

Attach report indicating project expenses of Accommodations Tax FY22-23 grant.

## VII. ORGANIZATION SIGNATURE:

Provide signature of official with organization, verifying accuracy of above statements.

Copeland Kapp

Digitally signed by Copeland Kapp  
Date: 2023.03.16 19:07:25 -0400

Signature

Sr. Director - Corporate Creative Strategy

Title

Copeland Kapp

Name

3/17/23

Date

# GARDEN & GUN

## FRESHFIELDS VILLAGE

*2022 PARTNERSHIP RECAP*

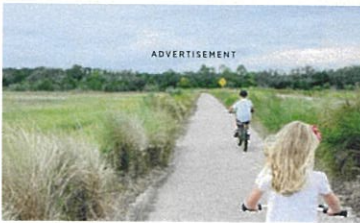
JANUARY 2023



## G&G + FRESHFIELDS VILLAGE

In partnership with Freshfields Village, *Garden & Gun* executed a sophisticated print + digital campaign to promote Freshfields Village to G&G's audience of travel enthusiasts.

*PRINT*



## A One-Stop Shop Vacation

An all-seasons beach vacation—complete with world-class shopping and dining—can be yours at Kiawah's Freshfields Village

There is something magical about pulling up to Kiawah Island, rolling down the windows, and letting a welcome committee of live oaks draped in Spanish moss greet you. That's how Charlotte, North Carolina, makeup artist and content creator Lindsey Regan Thorne describes the scene that heralded her family's September arrival to the South Carolina Sea Island. In partnership with Garden & Gun, the Thornes spent one dreamy weekend inhaling the salt air, shopping, and relaxing with one another.

The Andell Inn's proximity to Freshfields' palmetto-tree-studded shopping and dining village makes vacationing with children there not just easy but a pleasure. "We were so thankful for La Tela Pizzeria for the perfect late-night snack upon arrival. We called from the car, and pizza was waiting for us when we checked in," Thorne says. The family were able to enjoy an in-house breakfast at the Inn the next morning before discovering the day's first amusement: Cars & Coffee. Every month, Freshfields invites antique car owners to cruise the Village Green—a welcome bit of entertainment for the family's children, Henry (age eight) and Olive (age five).

"Once the caffeine kicked in, Mama was ready to shop!" Thorne says. Freshfields Village is home to three dozen boutiques and galleries, offering a full day of retail therapy. High on her must-visit list was SHOWROOM, a multibrand women's boutique. Nearby, shoppers eager to perk up their interiors can find a vast array of designer furnishings at GDC Home. If the accessory in mind is one of the personal variety, Peyton William Jewelry offers coastal-inspired adornments featuring nature-inspired materials. And if you decide you need a new look while on vacation, Lurnary is filled with chic designer labels.

But perhaps the best surprise was Thorne's discovery of Palmist-Scent Studio. "I was thrilled to create my own fragrance. I chose notes of sea salt and sandalwood to create a scent that will always make me think of Spanish moss and Kiawah hospitality."

Freshfields Village is ideally located to provide all the creature comforts necessary for a perfect weekend by the shore. And the best way to get your toes to the sand, Thorne says, is on two wheels, either your own or via bicycle rentals from SeaCoast Sports.

"One of our favorite things about Kiawah is how bikers always greet each other with a warm 'Hello! How are y'all?'" she says. A wide cement path leads beachgoers from Freshfields past stunning salt marshes filled with great egrets.

Kiawah Island's open-air Freshfields Village offers shoppers an assortment of dining options, diverse boutiques, and outdoor accessories and gear to make the most of a Lowcountry vacation.

PLAN YOUR KIAWAH GETAWAY

**Eat  
Shop  
Play  
+ Stay**

**Let Kiawah Be Your Home Away From Home for the Holidays.**

Experience Kiawah's most unique destination. Freshfields Village and the Andell Inn invite you to come stay and experience a taste of Southern Hospitality—with more than 50 shops in one place, distinctive restaurants, memorable activities and unrivaled amenities—all in a relaxed Lowcountry setting.

**FRESHFIELDS VILLAGE**

FRESHFIELDSVILLAGE.COM // @FRESHFIELDSVILLAGE // KIAWAH ISLAND, SC

EDENS

# PRINT MEDIA

## DETAILS

- One (1) custom advertorial page in the December 2022/ January 2023 issue
- One (1) full page brand ad in the December 2022/ January 2023 issue

**1.6M+**  
TOTAL ESTIMATED IMPRESSIONS

*DIGITAL*



# A ONE-STOP-SHOP VACATION

*Garden & Gun* produced an in-magazine + digital premium branded content article highlighting Freshfields Village with integrated brand messaging from the perspective of an influencer. Written by G&G, the custom content integrated the influencer's experience and showcased all that Freshfields has to offer in front of G&G's qualified audience of engaged readers.

## DETAILS

- November 1 - January 8, 2023
- One (1) premium digital branded content article with 100% SOV
- (2) Two Social Media Sponsorships
- 500k ROS impressions

## RESULT

G&G delivered a robust digital program reaching an estimated audience of **1.7M+** across all platforms .

**1.7M+**  
TOTAL ESTIMATED IMPRESSIONS

TRAVEL  
**A One-Stop-Shop Vacation**

An all-seasons beach vacation—complete with world-class shopping and dining—can be yours at Kiawah's Freshfields Village

November 28, 2022



SPONSORED CONTENT



Kiawah Island's spacious Freshfields Village offers shoppers an assortment of dining options, diverse boutiques, and outdoor accessories and gear to make the most of a Lowcountry vacation.

There is something magical about pulling up to Kiawah Island, rolling down the windows, and letting a welcome committee of live oaks draped in Spanish moss greet you. That's how Charlotte, North Carolina, makeup artist and content creator Lindsey Regan Thorne describes the scene that heralded her family's September arrival to the South Carolina Sea Island. In partnership with Garden & Gun, the Thornes spent one dreamy weekend inhaling the salt air, shopping, and relaxing with one another.

The Andell Inn's proximity to Freshfields Village's palmetto-tree-studded shopping and dining destination makes vacationing with children there not just easy but a pleasure. "We were so thankful for La Teta Pizzeria for the perfect late night snack upon arrival," Thorne says. "We called from the car, and pizza was waiting for us when we checked in." The family was able to enjoy an in-house breakfast at the Inn the next morning before discovering the day's first amusement: Cars & Coffee. Every month, Freshfields invites antique car owners to cruise the Village Green—a welcome bit of entertainment for the family's children, Henry (age eight) and Olive (age five).

"Once the caffeine kicked in, Mama was ready to shop!" Thorne says. Freshfields Village is home to three dozen boutiques and galleries, offering a full day of retail therapy. High on her must-visit list was SHOWROOM, a multibrand women's boutique. Nearby, shoppers eager to perk up their interiors can find a vast array of designer furnishings at GDC Home. If the accessory in mind is one of the personal variety, Peyton William Jewelry offers coastal accented adornments featuring nature-inspired materials. And if you decide you need a new look while on vacation, Luminary is filled with chic designer labels.



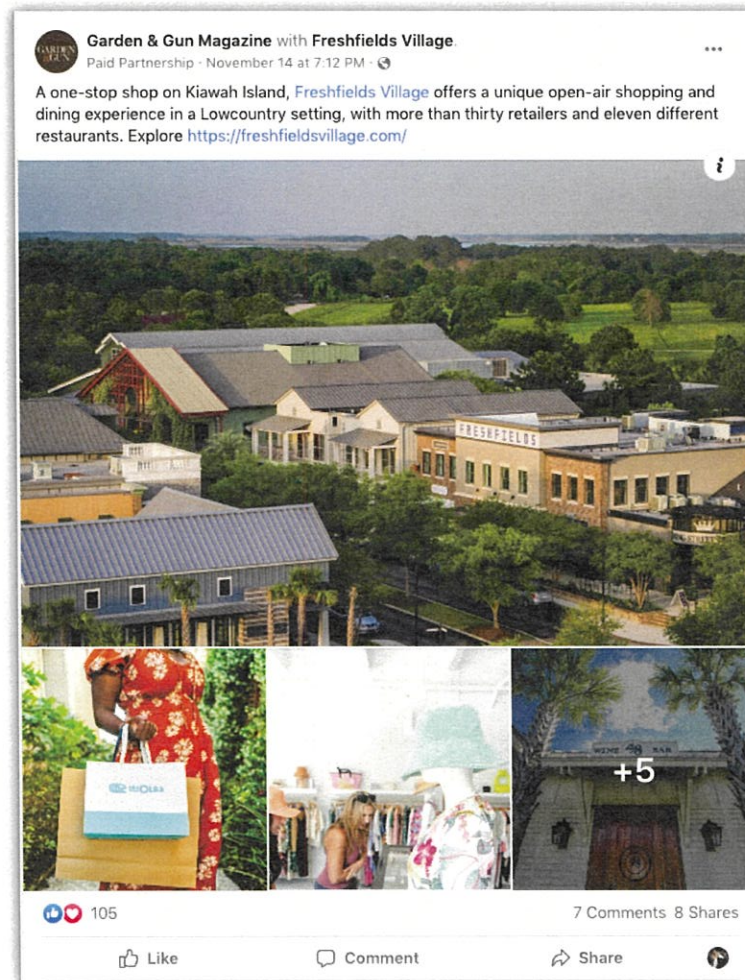
PROGRAM PROMOTION: DBC

# DIGITAL ARTICLE

## BRANDED CONTENT ARTICLE ON GARDENANDGUN.COM

- One (1) digital article with 100% SOV
- Launch date: 11/28/22
- Page views: 7,591
- Article clicks: 92
- Ad impressions: 12,498
- Ad CTR: 0.45%
- Banner ad clicks: 56
- Average time on page: 1:42 (min:secs)

# FACEBOOK #1



11/14/22 FACEBOOK POST

RESULTS  
@GARDENANDGUN

43K+  
IMPRESSIONS

279+  
LIKES, COMMENTS,

152+  
LINK CLICKS

0.6%  
ENGAGEMENT RATE

PROGRAM PROMOTION: SOCIAL CAMPAIGN

# INSTAGRAM #1



11/14/22 INSTAGRAM POST

RESULTS  
@GARDENANDGUN

80K+  
IMPRESSIONS

1340  
LIKES, COMMENTS,

42  
LINK CLICKS

1.7%  
ENGAGEMENT RATE

PROGRAM PROMOTION: SOCIAL CAMPAIGN

# INSTAGRAM STORY #1



11/14/22 INSTAGRAM STORY

**RESULTS**  
@GARDENANDGUN

**60K+**  
IMPRESSIONS

**193**  
ENGAGEMENTS

**103**  
LINK CLICKS

**0.3%**  
ENGAGEMENT RATE

PROGRAM PROMOTION: SOCIAL CAMPAIGN

# TWITTER #1



11/14/22 TWITTER POST

RESULTS  
@GARDENANDGUN

5K+  
IMPRESSIONS

65  
ENGAGEMENTS

15  
LINK CLICKS

1.2%  
ENGAGEMENT RATE

PROGRAM PROMOTION: DBC SOCIAL CAMPAIGN

## FACEBOOK #2



11/28/22 FACEBOOK POST

RESULTS  
@GARDENANDGUN

969K+  
IMPRESSIONS

8747  
LIKES, COMMENTS,

8053  
LINK CLICKS

0.9%  
ENGAGEMENT RATE

PROGRAM PROMOTION: DBC SOCIAL CAMPAIGN

## INSTAGRAM #2



11/28/22 INSTAGRAM POST

RESULTS  
@GARDENANDGUN

33K+  
IMPRESSIONS

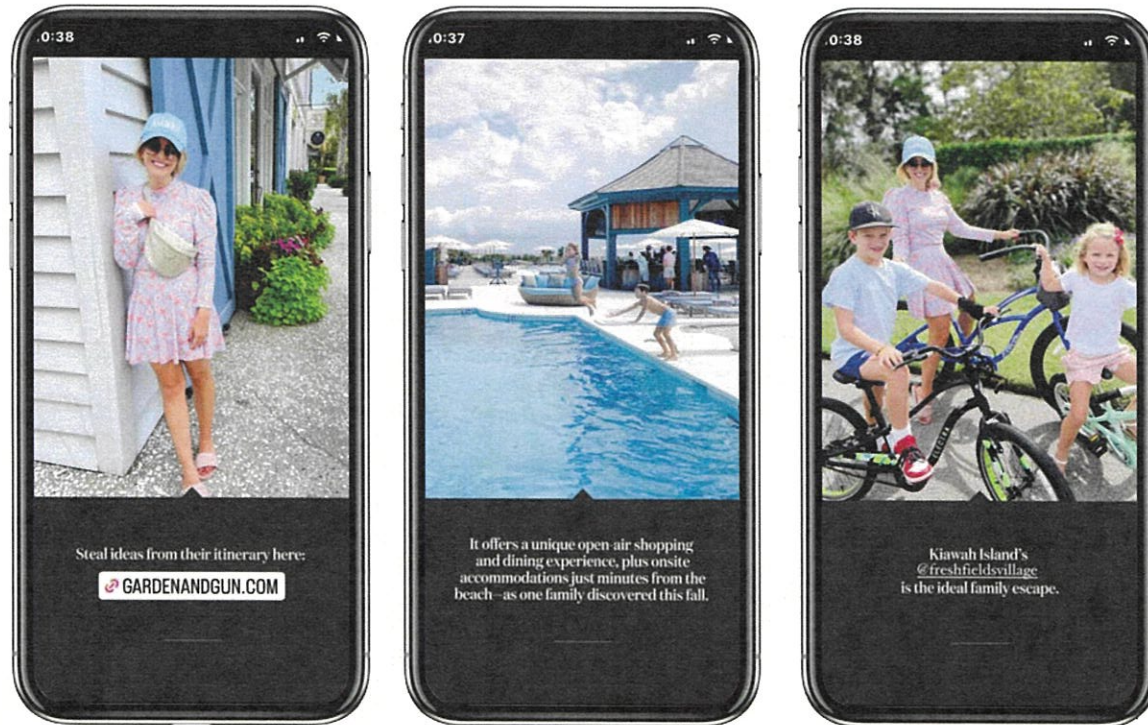
472  
LIKES, COMMENTS,

68  
LINK CLICKS

1.4%  
ENGAGEMENT RATE

PROGRAM PROMOTION: DBC SOCIAL CAMPAIGN

# INSTAGRAM STORY #2



11/28/22 INSTAGRAM STORY

**RESULTS**  
@GARDENANDGUN

**19.8K+**  
IMPRESSIONS

**65**  
ENGAGEMENTS

**63**  
LINK CLICKS

**0.3%**  
ENGAGEMENT RATE

## TWITTER #2



11/28/22 TWITTER POST

RESULTS  
@GARDENANDGUN

4.5K+  
IMPRESSIONS

151  
ENGAGEMENTS

40  
LINK CLICKS

3.3%  
ENGAGEMENT RATE

DIGITAL MEDIA: PAID

# RUN OF SITE



11/03/22 - 01/08/23

\*NOTE: NOT ALL SIZES SHOWN

500K+  
IMPRESSIONS

545  
LINK CLICKS

0.11%  
AD CTR

## *INFLUENCER METRICS*

# INSTAGRAM REEL + STORIES



RESULTS  
@LINDSEYREGANTHORNE

19.4K+  
ACCOUNTS REACHED

1.3K  
TOTAL STORY TAPS  
@ANDELLINN

784  
TOTAL STORY TAPS  
@FRESHFIELDSVILLAGE

# PROGRAM RESULTS

PROMOTIONAL ELEMENTS	ESTIMATED TOTALS
Full Page Custom Advertorial (D22/J23)	1,600,000 Impressions
Full Page Brand Ad (D22/J23)	1,600,000 Impressions
Digital Branded Content Article	12,498 Impressions
Page Views	7,591 Views
Facebook #1	43,106 Impressions
Instagram #1	79,668 Impressions
Instagram Story #1	60,078 Impressions
Twitter #1	5,222 Impressions
Facebook #2	969,116 Impressions
Instagram #2	32,697 Impressions
Instagram Story #2	19,862 Impressions
Twitter #2	4,566 Impressions
ROS (paid)	500,000 Impressions
Social Media via @LindseyReganThorne	21,484 Impressions

TOTAL ESTIMATED  
PROGRAM  
EXPOSURE

3.3M+

**GARDEN & GUN + FRESHFIELDS VILLAGE 2022 PARTNERSHIP RECAP**



FRESHFIELDS  
VILLAGE

# SATAX Influencer Campaign

Q4 2022

obviouslee

## FRESHFIELDS VILLAGE

Freshfields Village and the Town of Kiawah partnered with two lifestyle influencers to elevate brand awareness for visitors and grow social media engagement. Through research, planning, and coordination, we hosted two fly-in influencers and outlined itineraries to experience all the island has to offer. Itineraries included bike adventures, spa experiences, golf lessons, cocktails and dinner reservations, and a sunset cruise.

As a result, the influencer's content generated hundreds of thousands of impressions and grew Freshfields Village followers by 12%.

FRESHFIELDS VILLAGE

# Influencer Selection

obviouslee

# Campaign Process

## PROCESS

Obviouslee executed the following for this campaign:

- Establish Influencer Criteria
- Influencer Research and Outreach
- Rate Negotiation and Contract Fulfillment
- Trip Planning and Reservations
- Establishing Itineraries and Agent Coordination
- Onsite Liaison and Management
- Campaign Reporting

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Brendan Fallis • @brendanfallis



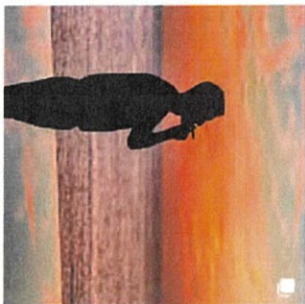
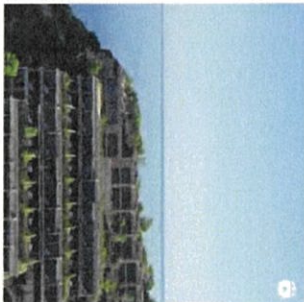
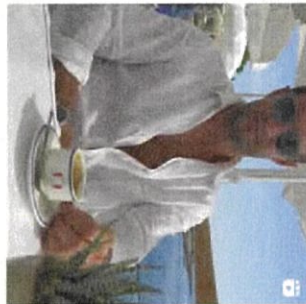
FRESHFIELDS  
INFLUENCERS

FOCUS: Travel / Style / Family

INSTAGRAM FOLLOWERS: 154,000

LOCATION: New York, New York

ENGAGEMENT RATE: 3.6%



obviouslee

Jayla Brenae • @jaylabrenae



FRESHFIELDS  
INFLUENCERS

FOCUS: Family / Style / Travel

INSTAGRAM FOLLOWERS: 300,000

LOCATION: Dallas, Texas

ENGAGEMENT RATE: 9.9%



FRESHFIELDS VILLAGE

# Deliverables

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## Campaign Deliverables

### DELIVERABLES

The following suggested deliverables are offered to each influencer with an overall budget of \$80,000 for both influencers.

- At least one (1) in-feed Carousel Post or Reel highlighting the experience
- One (1) in-feed Post or or multiple (1+) Stories announcing a giveaway valued at \$1,000+ at the end of the influencer's visit.
- Paid Social access to boost the giveaway post for \$1,000 during the giveaway contest period.
- Required hashtag on all content: #DiscoverKiawah
- Final content shared on Instagram provided for full rights usage for two months

FRESHFIELDS VILLAGE

**Brendan Fallis**

obviouslee

BRENDAN  
FALLIS

# Itinerary

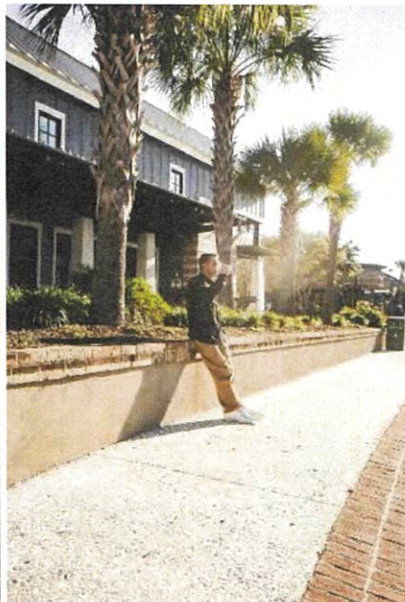
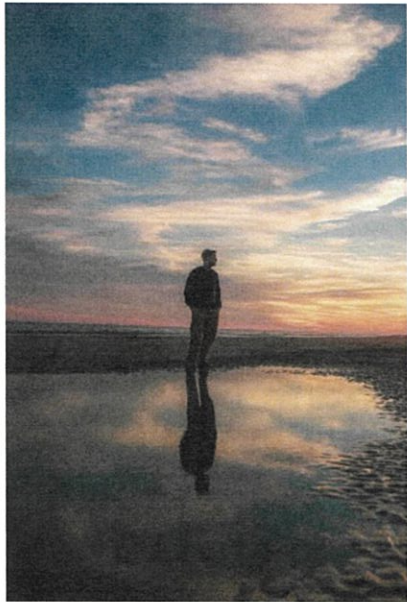
Obviouslee worked closely with Freshfields Village and The Kiawah Resort to create a customized itinerary for Brendan, which included various shopping locations across the Village, nine holes at The Ocean Course, and exclusive dining experiences. Obviouslee also worked to secure all travel accommodations, including flight and car rentals.

Monday, November 28, 2022	
1:22 pm	Arrival 5500 International Blvd, North Charleston, SC 29418
1:22 pm - 2:00 pm	Secure Car Rental
2:00 pm - 3:15 pm	Travel to Andell Inn
3:15 pm	Andell Inn Check-In (@andellinn) 300 Farm Lake View, Kiawah Island, SC 29455
4:00 - 7:00 pm	Explore shopping at Freshfields Village
7:00 pm - 9:00 pm	Dinner at Fuji Sushi Bar & Grill (@fuji_kiawah) 205 Farm Lake View, Kiawah Island, SC 29455
Tuesday, November 29, 2022	
9:00 am - 10:00 am	Breakfast at Cafe Eugenia (@cafeeugenia) 209 Farm Lake View, Kiawah Island, SC 29455
10:00 am - 12:00 pm	Pick up bikes at SeaCoast Sports & Outfitters (@seacoastsports) 585 Freshfields Drive, Kiawah Island, SC 29455
12:00 pm - 1:30 pm	Lunch at King Street Grille (@kingstreetgrille) 679 Freshfields Drive, Johns Island, SC 29455
1:30 pm - 2:30 pm	Travel to The Ocean Course
2:30 pm - 5:15 pm	Nine Holes at The Ocean Course Drinks at Ryder Cup Bar 1000 Ocean Course Drive, Kiawah Island, SC 29455
5:15 pm - 6:00 pm	Travel to Andell Inn (@andellinn) 300 Farm Lake View, Kiawah Island, SC 29455
6:00 pm - 7:00 pm	Kiawah Spirits Select Tasting (@kiawah_spirits) 615 Freshfields Drive, Kiawah Island, SC 29455
7:00 pm - 9:00 pm	Dinner at FortyEight Wine Bar & Restaurant (@fortyeight_winebar) 547 Freshfields Drive, Kiawah Island, SC 29455
Wednesday, November 30, 2022	
8:00 am - 8:45 am	Breakfast at The Co-Op (@coop_charleston) 190 Gardeners Circle, Kiawah Island, SC 29455
8:45 am - 9:45 am	Travel to Charleston International Airport 5500 International Blvd, North Charleston, SC 29418
2:15 pm	Departure

obviouslee

# Content

BRENDAN  
FALLIS

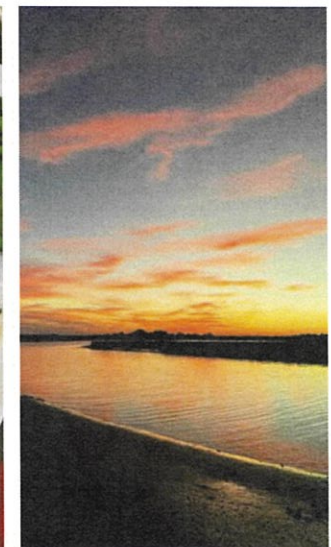
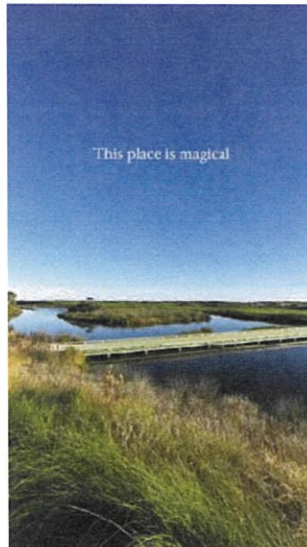


obviouslee

# Instagram Stories

Total Stories Shared: 40

BRENDAN  
FALLIS



obviouslee

BRENDAN  
FALLIS

# Instagram Giveaway

Giveaway Offer:

- Two-Night Stay at the Andell Inn valued at \$500
- \$100 gift card to FortyEight Wine Bar & Restaurant
- \$100 gift card to King Street Grille
- \$100 gift card to SeaCoast Sports & Outfitters
- \$100 gift card to Faherty
- \$100 gift card to vineyard vines

Rules:

- Follow @freshfieldsvillage and @brendanfallis
- Comment: 🏆✈️



# Giveaway Results

## Instagram Stories:

- Impressions: 49,196

## Instagram Giveaway Reel:

- Reel Views: 29,243
- Content Interactions: 5,344
- Followers Gained: 825 (+3.7%)



FRESHFIELDS VILLAGE

**Jayla Brenae**

obviouslee

JAYLA  
BRENAE

# Itinerary

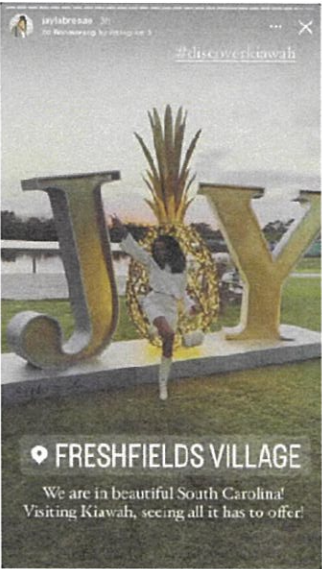
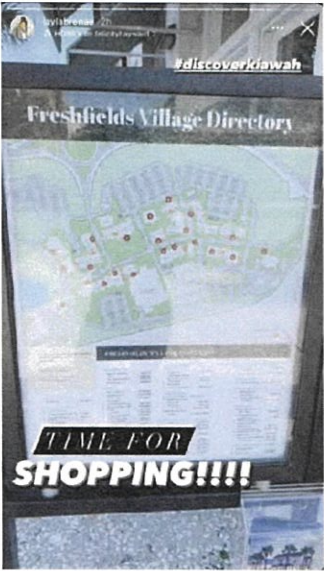
Obviouslee worked closely with Freshfields Village and The Kiawah Resort to create a customized itinerary for Jayla, which included various shopping locations across the Village, a sunset cruise, and exclusive dining experiences. Obviouslee also worked to secure all travel accommodations, including flight and car rentals.

Friday, December 2, 2022	
2:03 pm	Arrival 5500 International Blvd, North Charleston, SC 29418
2:03 pm - 3:00 pm	Secure Car Rental
3:00 pm - 4:15 pm	Travel
4:15 pm	Andell Inn (@andellinn) Check-In 300 Farm Lake View, Kiawah Island, SC 29455
4:15 pm - 7:00 pm	Explore shopping at Freshfields Village
7:00 pm - 9:00 pm	Dinner at Hege's Restaurant (@hegesrestaurant) 275 Gardeners Circle, Kiawah Island, SC 29455 "Reservation is under 'Michael Stettner'"
Saturday, December 3, 2022	
9:00 am - 10:00 am	Breakfast at Java Java (@javafreshfields) 375 Gardeners Circle, Kiawah Island, SC 29455
10:00 am - 12:00 pm	Explore shopping at Freshfields Village
12:00 pm - 1:00 pm	Lunch at Café Eugenia (@caféeugenia) 209 Farm Lake View, Kiawah Island, SC 29455
1:00 pm - 1:45 pm	Travel to Kiawah Resort (@kiawahresort)
2:00 pm - 3:30 pm	Drinks at The Sanctuary Lobby Bar at Kiawah Resort 1 Sanctuary Beach Dr, Kiawah Island, SC 29455
3:30 pm - 3:45 pm	Travel to Mingo Point 876 Kiawah Island Pkwy, Kiawah Island, SC 29455
4:00 pm - 5:30 pm	Sunset Cruise (dress warm!)
6:00 pm - 6:45 pm	Travel to Andell Inn (@andellinn) 300 Farm Lake View, Kiawah Island, SC 29455
7:00 pm - 9:00 pm	La Tela Pizzeria (@la.tela.pizzeria) 133 Village Green Lane, Kiawah Island, SC 29455
Sunday, December 4, 2022	
9:00 am - 10:00 am	Breakfast at The Co-Op (@coop_charleston) 190 Gardeners Circle, Kiawah Island, SC 29455
10:00 am - 11:15 am	Travel to Charleston International Airport 5500 International Blvd, North Charleston, SC 29418
2:56 pm	Departure

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# Content

JAYLA  
BRENAE



obviouslee

# Instagram Stories

Total Stories Shared: 58

JAYLA  
BRENAE



obviouslee

JAYLA  
BRENAE

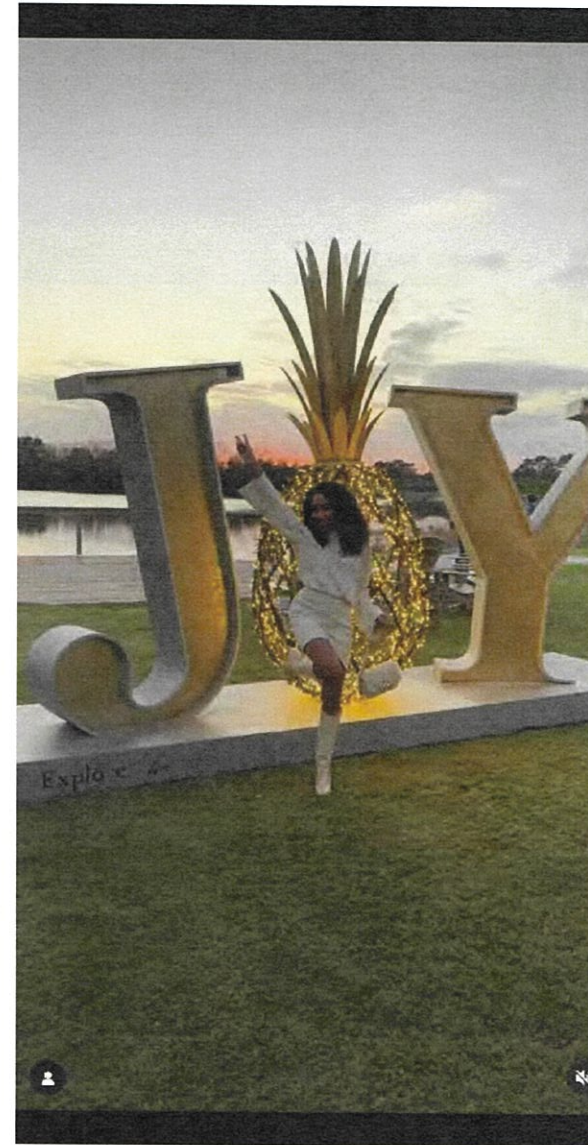
# Instagram Giveaway

## Giveaway Offer:

- Two-Night Stay at the Andell Inn valued at \$500
- \$100 gift card to Hege's Restaurant
- \$100 gift card to Café Eugenia
- \$100 gift card to Showroom Kiawah
- \$100 gift card to Johnny Was
- \$100 gift card to Luminary

## Rules:

- Follow @freshfieldsvillage and @jaylabrenae



obviouslee

JAYLA  
BRENAE

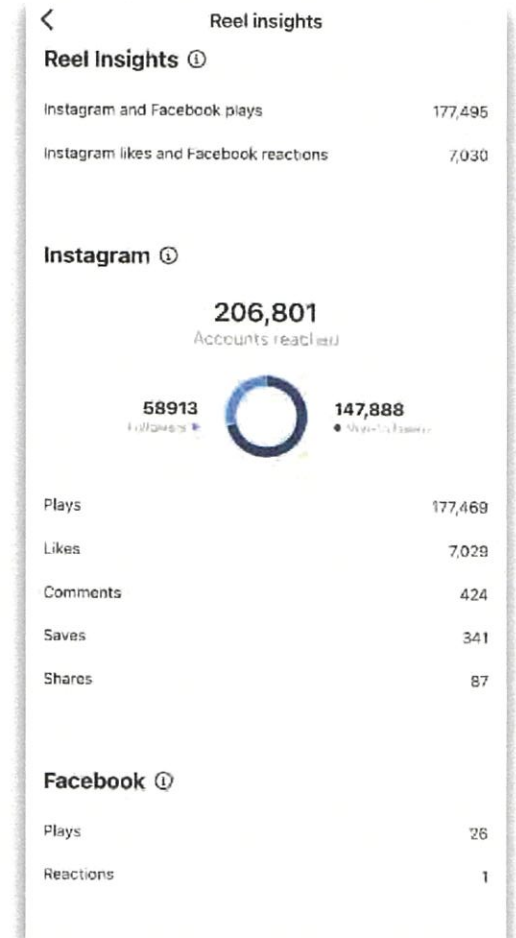
# Giveaway Results

## Instagram Stories:

- Impressions: 49,196

## Instagram Giveaway Reel:

- Reel Views: 206,801
- Content Interactions: 117,469
- Followers Gained: 2,756 (+12.6%)



FRESHFIELDS VILLAGE

# Campaign Results

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# Campaign Results

- 1. Jayla and Brendan’s hosted visits showcased the beauty of Kiawah, the accessibility of Freshfields Village and curated gorgeous images and video content.
- 3. This campaign resulted in an overall Instagram audience growth for Freshfields Village by 16.39%.

TOTAL  
RESULTS

236,044 impressions	2,756 followers	122,813 engagements	\$53,620.07 spent
------------------------	--------------------	------------------------	----------------------

FRESHFIELDS VILLAGE

**Thank You**

obviouslee



**Town of Kiawah Island  
State Accommodations Tax Application**

**Fiscal Year 2023-2024**

**APPLICATION DEADLINE:**

**2:00 pm on March 17, 2023**

**NAME OF EVENT** Garden & Gun + Freshfields Village / Kiawah Partnership

**Date of application:** 3/17/23 **Amount of request:** \$ 126,800

**Tourism Related Expenditure Category** (see coverpage for categories): \_\_\_\_\_

**NAME OF APPLICANT:** Freshfields Village / Freshfields (EDENS) LLC

**Address:** 1221 Main St, Suite 1000

Columbia, SC 29201

**Name and position of person submitting request:** Copeland Kapp, Senior Director - Corporate Creative Strategy

**Email address:** ckapp@edens.com

**Telephone #** 803.744.2438

**Fax #** 803.744.2438

**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)** 57-1102937 (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)**

Briefly describe your project, and its goals and objectives.

Garden & Gun 's audience of 1.6 million aligns with those that visit, cherish and live on Kiawah Island. They are wealthy, well traveled, sophisticated, cultural and love the outdoors. The Garden & Gun partnership is two-pronged - promote Freshfields and Kiawah Island through an advertorial and a signature G&G event. Similar to the fall influencer visit, we would instead host an experienced G&G writer or editor for a weekend with a curated itinerary of culinary and retail offerings mixed with local island experiences. Following this excursion, the writer will create a detailed story of his/her experience. FFV and Kiawah will be showcased through a custom one-page article paired with a one page branded ad - perfect inspiration for the travel-obsessed G&G audience.

The second activation is hosting a signature G&G event on the Village Green. This event would be tentatively held in early spring of 2024. Garden & Gun has a loyal following that travels to locations for their signature events. We would host 75-100 guests for a BBQ, Bluegrass & Bourbon event on a Saturday night. We would offer a weekend stay with special rates for G&G guests. Throughout the weekend guests can experience the retail, dining and amenities of the area. The event would be a ticketed event open to the public. G&G would promote the event with a dedicated email blast, in-magazine event listing and ad, social media and post-event pictures featured online,

Date(s) of project.

September 2023 through early Spring 2024

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

The Freshfields Village/Kiawah advertorial would be in the December / January issue of Garden & Gun. This issue has a significant holiday focus and comes at a time of the year when people are thinking about travel plans for the year. The 2022 advertorial saw a total of 3.3 million total impressions in both print and digital.

Hosting a Garden & Gun event at Freshfields Village is a great way to showcase the area's vast amenities and attract visitors. Garden & Gun readers are likely to appreciate the many activities and amenities available on Kiawah Island, such as golf, tennis, biking, and beach access. The island's luxury accommodations, fine dining options, and

Total estimated attendance: 100

Estimated tourist/visitor dollars to the community: \$

Number of tourist/visitors\* expected: 75 (based on 75% of attendees being "tourists")

Number of overnight visitors: 75

Number of room nights expected: Estimate 2-3 nights

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?

Garden & Gun has a total audience of 1.6 million (print + digital) with an Avg Household Income of \$472,192, an Avg Net Worth of \$2.9 million, and 44% who own multiple homes. Garden & Gun hosts 50+ events per year with over 4,000 attendees, many of which are loyal, repeat attendees. This audience is composed well-educated individuals who appreciate the finer things in life, including southern hospitality, outdoor activities, and the arts.

## State Accommodations Tax Application

Fiscal Year 2023-2024

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 projects costs for both Editorial Campaign + Event: \$126,800

SATAX 2023/2024 request: \$126,800

See attached budget and timeline.

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?

N/A

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

N/A

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

Other Comments:

Mail Completed Application To:

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

Email Completed Application To:

preynolds@kiawahisland.org

# State Accommodations Tax Application

Fiscal Year 2023-2024

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.

**Copeland Kapp** Digitally signed by Copeland Kapp  
Date: 2023.03.15 21:52:46 -04'00'

Signature

Senior Director - Corporate Creative Strategy

Title

Freshfields Village / Freshfields (EDENS) LLC

Organization

3-17-23

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: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

# FY2022/2023 Accommodations Tax Funding Report

You may record information directly on this form or create a separate document for more detailed responses.

## I. PROJECT INFORMATION:

Organization Name: \_\_\_\_\_

Project Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

## II. PROJECT COMPLETION:

Were you able to complete the project as stated in your original application? \_\_\_\_\_

If no, state any problems you encountered.

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## III. PROJECT SUCCESS:

Please share any additional comments regarding the project. (e.g., lessons learned, successes, problems encountered, etc.)

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## IV. PROJECT ATTENDANCE:

Record numbers in table below, as requested by the Tourism Expenditure Review Committee. Numbers reflect attendance and funds received for project for current and previous years.

		2022-2023		2022-2023
			<input type="checkbox"/> Interim	<input checked="" type="checkbox"/> Final
Total budget of event/project				
Amount funded by A-Tax				
Amount funded by A-tax from all sources				
Total Attendance				
Total tourists*				

\*Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by case basis.

## V. METHODS:

Please describe the methods used to capture the attendance data listed above (license plates, surveys, etc.)

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## VI. PROJECT BUDGET:

Attach report indicating project expenses of Accommodations Tax FY22-23 grant.

## VII. ORGANIZATION SIGNATURE:

Provide signature of official with organization, verifying accuracy of above statements.

Copeland Kapp  
Signature

Digitally signed by Copeland Kapp  
Date: 2023.03.15 21:53:50 -04'00'

Senior Director - Corporate Creative Strategy  
Title

Copeland Kapp  
Name

3.17.23  
Date

## Garden & Gun and Freshfields Village / Kiawah Partnership

### WRITER VISIT + ADVERTORIAL TIMELINE

**Week of August 28:** G&G writer visits Freshfields Village + Kiawah Island  
**September 11:** Additional copy points and photo assets due, brand ad due  
**September 20:** First draft of advertorial shared  
**September 25:** Feedback due  
**September 28:** G&G sends revised article  
**October 2:** Feedback due on revised  
**October 3:** G&G sends final article  
**October 4:** Freshfields give final approval  
**November 21:** December/January 2024 issue on newsstands

### EVENT TIMELINE

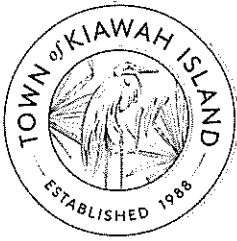
**September 1:** Commitment deadline  
**September 14:** Chef(s) secured, event format finalized  
**November 21:** December/January 2024 issue on newsstands, includes Freshfields event listing  
**February/March 2024:** G&G x Freshfields event

*\*Dates are subject to change based on further conversations with Freshfields.*

### BUDGET FOR G&G PARTNERSHIP

Garden & Gun Partnership	Dec 2023
<b>Discover Kiawah: Editorial</b>	
Host G&G writer on Kiawah	
2-night stay	
food + bev	
Gift cards for shopping	
Experiences on Kiawah	
<b>PREMIUM CONTENT PRINT</b>	
One-page print article by writer	
One-page print branded ad	
One-page print ad for G&G signature event	
<b>PREMIUM CONTENT DIGITAL</b>	
Digital version of advertorial on G&G web	
Targeted social media posts re: advertorial	
One home page takeover	
500,000 run-of-site impressions	
<b>TOTAL</b>	<b>\$ 101,800</b>

Garden & Gun Partnership	March 2024
<b>Signature Event: BBQ, Bluegrass &amp; Bourbon</b>	
Music / band / AV	
Food + Bev	
Signage	
G&G event manager to handle details	
In-magazine event listing	
Social media promotion (all handles)	
Dedicated Email blast to promote	
Post-event party pics featured in print/web/social	
<b>TOTAL</b>	<b>\$ 25,000</b>



Town of Kiawah Island  
State Accommodations Tax Application  
Fiscal Year 2023-2024  
APPLICATION DEADLINE:  
2:00 pm on March 17, 2023

NAME OF EVENT Freshfields Village - Tourism Marketing & Advertising

Date of application: 3/17/23 Amount of request: \$ 65,000

Tourism Related Expenditure Category (see coverage for categories): #1 - Advertising & Promotions

NAME OF APPLICANT: Freshfields Village / Freshfields (EDENS) LLC

Address: 1221 Main St, Suite 1000

Columbia, SC 29201

Name and position of person submitting request: Copeland Kapp / Sr. Director - Corporate Creative Strategy

Email address: ckapp@edens.com

Telephone # 803.744.2438 Fax # 803.744.2438

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) 57-1102937 (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)

Freshfields Village has a comprehensive marketing and advertising plan to promote the Village as a premier shopping and dining destination and a familiar part of the Kiawah Island vacation experience. Key publications and advertising media have been chosen to target visitors and vacationers that are 1) outside of 50-mile radius, planning a trip to the area and looking for island experiences, and 2) local visitors within the drive market and the greater Charleston area. A portion of the advertising is directly focused on promoting a "weekend getaway" to encourage area residents to visit Kiawah as a "staycation".

Freshfields Village has strong relationships with PR and social media partners who amplify our offerings and events. Additionally, a quarterly influencer campaign is scheduled to host drive-market and regional influencers to promote their experience on Kiawah Island and Freshfields Village. The goal is to promote the Village as a weekend getaway.

Freshfields Village is the "front porch" to Kiawah Island. Tourists in search of a vacation destination and locals looking for cultural experiences will find no shortage of island amenities to help solidify their plans, including dining, shopping, convenient access to dining and services, medical and wellness facilities, adult and family activities. The outdoor green spaces provide a safe environment where guests can spread out, socialize and enjoy outdoor dining. Freshfields Village also offers an additional luxury accommodation on the island with the Andell Inn. The ads direct potential visitors to the luxury-focused Village website which showcases all of our shop, dine and stay options. The influencer partnerships allow us to stay relevant and grow our audience.

Marketing outlets reaching potential tourists outside of 50-mile radius include: Charleston Magazine, Garden & Gun, Charleston Inside Out, Explore Charleston and the Freshfields Village website. Additional efforts are made through social media outreach, public relations and influencer partnerships that focus on the Village as a shopping and dining destination for tourists.

## State Accommodations Tax Application

Fiscal Year 2023-2024

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 projects costs: \$197,524

SATAX 2023/2024 request: \$65,000

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?

N/A

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

N/A

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

Other Comments:

Funding request has been partially submitted for 2022-2023 fiscal year. Remaining request will be submitted in June 2023.

**Mail Completed Application To:**

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

**Email Completed Application To:**

preynolds@kiawahisland.org

## State Accommodations Tax Application

Fiscal Year 2023-2024

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.

**Copeland Kapp** Digitally signed by Copeland Kapp  
Date: 2023.03.15 19:57:43 -04'00'

Signature

Sr. Director - Corporate Creative Strategy

Title

Freshfields Village / Freshfields (EDENS) LLC

Organization

3/17/23

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: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

# FY2022/2023 Accommodations Tax Funding Report

You may record information directly on this form or create a separate document for more detailed responses.

## I. PROJECT INFORMATION:

Organization Name: Freshfields Village / Freshfields (EDENS) LLC

Project Name: Freshfields Village Marketing & Advertising

Contact Name: Copeland Kapp (application originally submitted by Trish Pruitt)

Phone: 803.744.2438

## II. PROJECT COMPLETION:

Were you able to complete the project as stated in your original application? ongoing through June 2023

If no, state any problems you encountered.

No issues or problems. Ongoing marketing + advertising efforts.

## III. PROJECT SUCCESS:

Please share any additional comments regarding the project. (e.g., lessons learned, successes, problems encountered, etc.)

## IV. PROJECT ATTENDANCE:

Record numbers in table below, as requested by the Tourism Expenditure Review Committee. Numbers reflect attendance and funds received for project for current and previous years.

	2022-2023	2022-2023
		<input type="checkbox"/> Interim <input checked="" type="checkbox"/> Final
Total budget of event/project	\$128,800	
Amount funded by A-Tax	\$60,000	
Amount funded by A-tax from all sources		
Total Attendance	N/A	
Total tourists*	N/A	

\*Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by case basis.

## V. METHODS:

Please describe the methods used to capture the attendance data listed above (license plates, surveys, etc.)

N/A - not an event

## VI. PROJECT BUDGET:

Attach report indicating project expenses of Accommodations Tax FY22-23 grant.

## VII. ORGANIZATION SIGNATURE:

Provide signature of official with organization, verifying accuracy of above statements.

Copeland Kapp

Digitally signed by Copeland Kapp  
Date: 2023.03.15 10:59:07 -0400

Signature

Sr. Director - Corporate Creative Strategy

Title

Copeland Kapp

Name

3/17/23

Date

## MARKETING EFFORTS

The following will be used to promote Freshfields Village to tourists outside a 50-mile radius:

### Charleston Magazine

The publication distributes **116,000** copies per issue with a **1,390,000** total annual readership. The readers are not only Charleston residents but those who have visited Charleston in the past, those who visit Charleston regularly and current guests in hotels and resorts. Circulation of the publication is 30% out-of-state which includes both national newsstand purchases and subscribers. The out-of-state circulation does not include tourists that receive the publication in room or purchase while on vacation. Charleston Magazine's website yields 14 million+ total impressions and averages **207,000 unique visitors** per month. Freshfields Village has partnered with Charleston Magazine with increased exposure on the Home page during key time periods (summer and holiday seasons).

### Charleston Inside Out

The essential guide for visitors produces over **140,000 printed** copies to area hotels, visitor centers, events and concierge groups, as well as retail and restaurant locations. In addition, the quarterly magazine is now prominently featured at the Charleston International Airport tourist information services.

### Garden & Gun

This nationally known publication based in Charleston has a readership in all 50 states with a total audience of **1.6 million** (57% male vs 43% female) and an average net worth of **\$2.98 million**. The average reader takes an average of 11 trips per year. The Garden & Gun reader is the prime target demographic for those that vacation on Kiawah Island.

### Explore Charleston

The Explore Charleston (CVB) website is the go-to website for people planning a vacation to the Charleston area. It provides travelers with all the information needed to plan a trip including accommodations, attractions, things to do, places to eat and transportation. Explore Charleston is consistently one of the highest referral sites to FreshfieldsVillage.com. Select months feature ads to promote the Village as a shopping and dining destination to those planning a trip to the Charleston area.

### Freshfields Village website

The Freshfields website offers guests a visual experience with easily accessible information. The site offers a comprehensive directory of shops, services and dining options as well as store promotions and our full calendar of Village events. The site also hosts a STAY page featuring the accommodation options and a VISIT page to provide easy access to information and links for the Town of Kiawah, CVB and Kiawah Island Golf Resort. On average the website has **62,000 page views** per month and more than **100K views** during the summer months. Most of the referrals come from the Charleston Visitor's Bureau website.

### Public Relations

Freshfields Village has a partnership with a public relations firm that maintains an ongoing dialogue with local and regional publications and writers. The goal is to promote the Village as well as its amenities including staying at the Andell Inn and other accommodations on the island.

# MARKETING & ADVERTISING BUDGET

Expense	21-Jan	21-Feb	21-Mar	21-Apr	21-May	21-Jun	21-Jul	21-Aug	21-Sep	21-Oct	21-Nov	21-Dec	TOTAL
<b>Advertising and Paid Media</b>													
Charleston Magazine	\$ 2,250	\$ 2,250	\$ 2,250	\$ 3,500	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 3,500	\$ 9,250	\$ 36,500
Inside Out Charleston			\$ 1,525			\$ 1,525			\$ 1,525		\$ 1,525		\$ 6,100
Explore Charleston (CVD)												\$ 8,000	\$ 8,000
Garden & Gun			\$ 16,908				\$ 16,908				\$ 16,908		\$ 50,724
<b>Digital Advertising</b>													
Explore Charleston	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 10,200
Charleston Magazine (Digital)			\$ 5,000						\$ 5,000				\$ 10,000
<b>PR, Social + Influencer Campaigns</b>													
PR Outreach	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 12,000
Social Media (portion)	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 30,000
Influencer campaigns (local/regional)			\$ 5,500			\$ 5,500			\$ 5,500			\$ 5,500	\$ 22,000
<b>TOTAL</b>	<b>\$ 6,600</b>	<b>\$ 6,600</b>	<b>\$ 35,533</b>	<b>\$ 7,850</b>	<b>\$ 6,600</b>	<b>\$ 13,625</b>	<b>\$ 23,508</b>	<b>\$ 6,600</b>	<b>\$ 18,625</b>	<b>\$ 6,600</b>	<b>\$ 26,283</b>	<b>\$ 27,100</b>	<b>\$ 185,524</b>

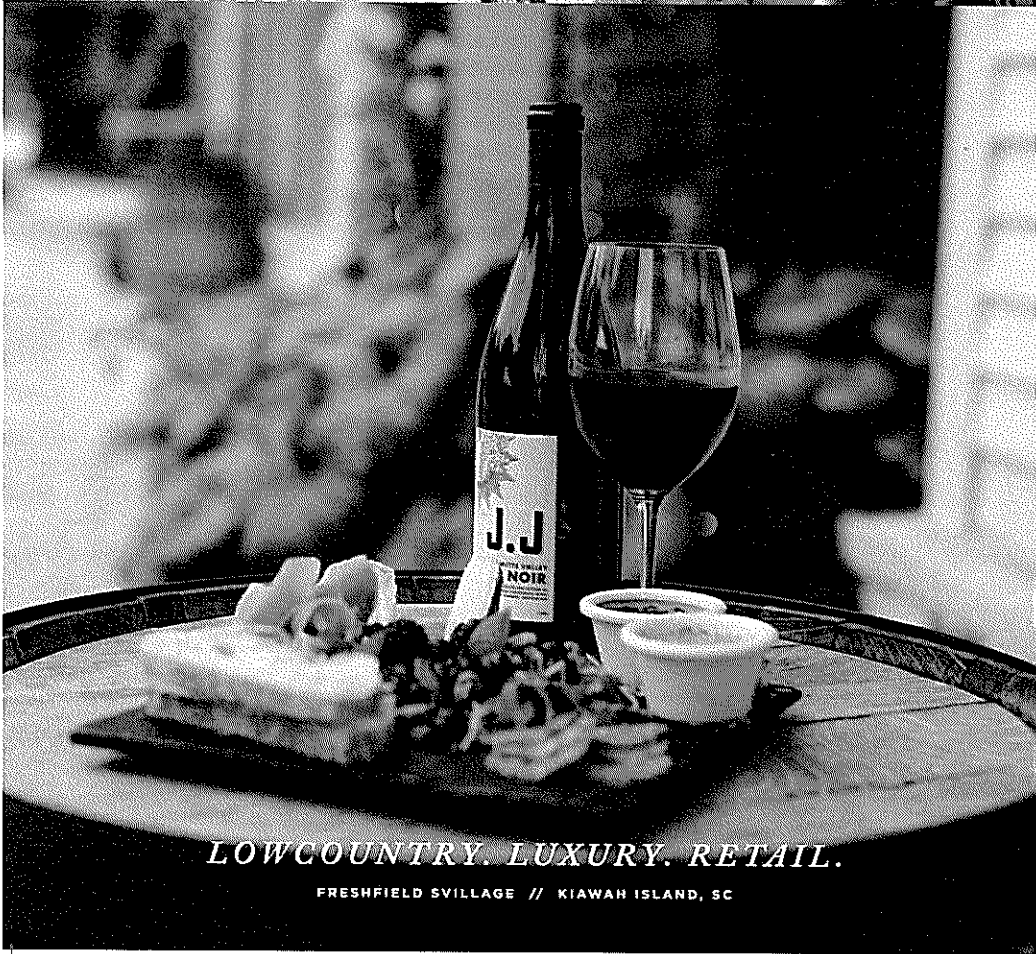
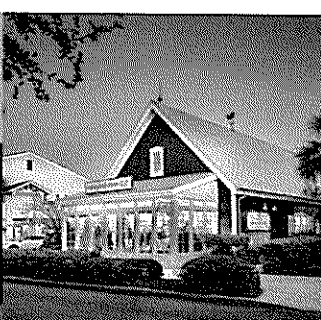
An aerial photograph of a coastal village. In the foreground, several large, multi-story buildings with flat roofs are visible, interspersed with trees. A road or path winds through the middle ground. In the background, a dense line of trees separates the built-up area from a body of water, which is visible on the right side of the image. The sky is overcast.

**Eat  
Shop  
Play +  
Stay**

**Experience the Main Street  
of Charleston's Sea Islands.**

A logo featuring a stylized crown or sunburst design above the text.

**FRESHFIELDS  
VILLAGE**



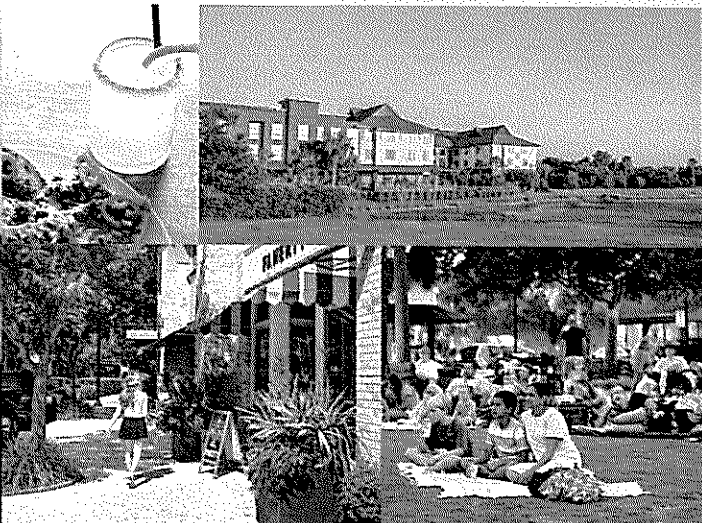
# Eat Shop Play + Stay

## It Takes A Village.

Freshfields Village is one of Charleston's most unique & luxurious retreat destinations at the crossroads of Kiawah, Seabrook, and Johns Islands. Offering 50+ shops, delectable cuisine, memorable activities and unrivaled amenities, including a spa and boutique hotel, all in a relaxed Lowcountry setting.



FRESHFIELDSVILLAGE.COM // @FRESHFIELDSVILLAGE // KIAWAH ISLAND, SC



LOWCOUNTRY. LUXURY. RETAIL.

FRESHFIELD SVILLAGE // KIAWAH ISLAND, SC

# charleston

The City Magazine Since 1975

SEARCH



SUBSCRIBE / LOGIN

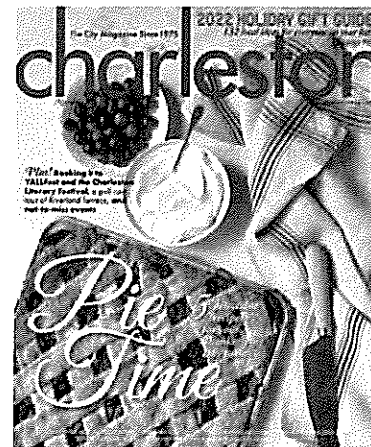
FEATURES EAT & DRINK THINGS TO DO SO CHARLESTON STYLE & SHOPPING HOME & GARDEN REAL ESTATE TRAVEL & OUTDOORS WEDDINGS THE MAGAZINE



**Solutions for climate change start in the South.**

FIND OUT HOW

SEI SOUTHERN ENVIRONMENTAL LAW CENTER



charleston magazine  
**on the town**

A FREE WEEKLY E-NEWSLETTER

ALL THINGS CHARLESTON // LOCAL EVENTS  
RECIPES // SUBSCRIPTION SPECIALS // VIDEOS

First Name \*

\* indicates required

Last Name \*

Email Address \*

Subscribe

## FEATURED

### Flashback



**Road to Recovery:** Festive decorations on a downtown street celebrate having recovered from the devastating earthquake of 1886.

### 15 Minutes With

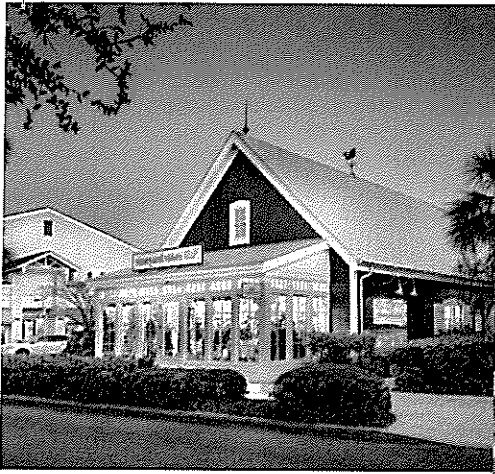


**15 Minutes With:** Husk alums Hannah and Zachary Welton are opening their brick and mortar bakeshop in Union King.

### Quick Bite



**New & Notable:** Bar 167 offers an extensive drinks list and seafood-centric menu in the former Fulton Theatre space.



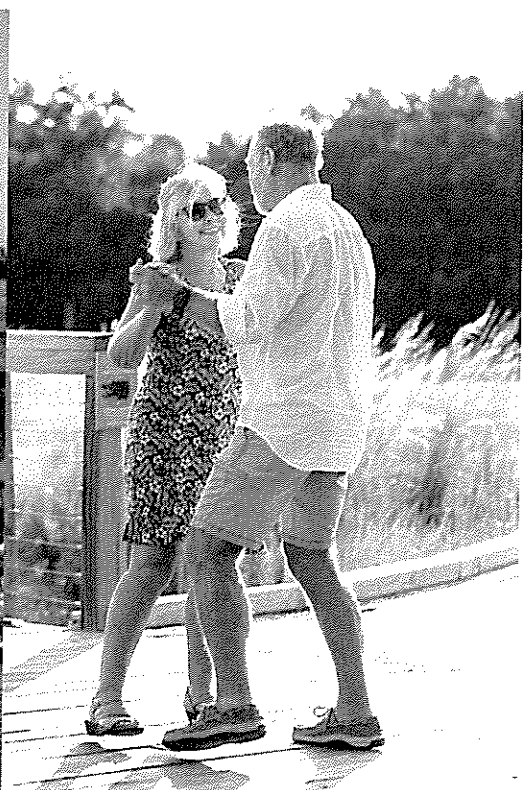
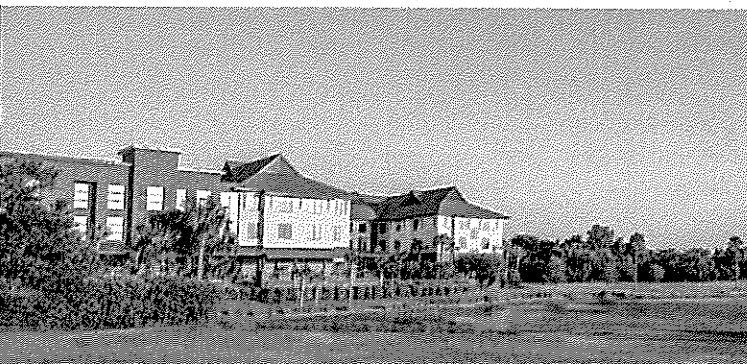
# Eat Shop Play + Stay

## *LOWCOUNTRY. LUXURY. RETAIL.*

Freshfields Village is one of Charleston's most unique & luxurious retreat destinations at the crossroads of Kiawah, Seabrook, and Johns Islands. Offering 50+ shops, delectable cuisine, memorable activities and unrivaled amenities, as well as a spa and boutique hotel, all in a relaxed Lowcountry setting.



FRESHFIELDSVILLAGE.COM // @FRESHFIELDSVILLAGE // KIAWAH ISLAND, SC





Town of Kiawah Island  
State Accommodations Tax Application  
Fiscal Year 2023-2024 **APPLICATION DEADLINE:**  
**2:00 pm on March 17, 2023**

**NAME OF EVENT** Marketing of Kiawah Island Events and Holiday Programming

**Date of application:** March 17, 2023

**Amount of request:** \$475,000

**Tourism Related Expenditure Category** (see cover page for categories): 1. Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.

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

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

Name and position of person submitting request: Elisabeth King, Director of Outdoor Programs, KIGR

Email address: Liz\_King@KiawahResort.com

Telephone # 843.768.6001

Fax

**Applicant Category:** Government Agency \_\_\_\_\_ Private Business X 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) 54-2014344 (Required)**

**If you received funding last year, please provide a summary along with a sample of supporting documentation on how the money was spent. (Required).** In 2022/2023 Kiawah marketing projects were made via the following platforms:

Charleston Post & Courier  
Charleston CVB Visitors Guide  
Charlotte Magazine  
Conversant  
Executive Golfer  
Facebook  
Tennis Resorts Online  
Google  
Golf Week  
Links Magazine  
Morning Read

National Golf Foundation  
Our State  
Private Clubs  
Just Luxe  
Explore Charleston  
Charleston Wedding Guide  
SC Vacation Guide  
Wedding  
Wedding Wire

**RECEIVED**

**MAR 17 2023**

**Town of Kiawah Island**

@ 9:53am

## Fiscal Year 2023-2024

Briefly describe your project, and its goals and objectives.

The goal of this project is to increase year-round tourism on Kiawah Island through marketing and public relations. Kiawah Island Golf Resort strives to be the benchmark destination for unique and meaningful programming experiences for guests across multiple demographics. Many of our guests choose to vacation with us specifically for the programming offered (i.e. holiday fireworks, Easter special events, teen and youth activities, competitive races, environmental education and nature activities unique to the island.). Tradition is important to us, but with each year, we strive to keep our programming fresh and relevant.

Kiawah Island Golf Resort marketing department will use the funds requested in this application to market the numerous public access events that contribute to our 364 days of programming, as well as general tourism to Kiawah Island.

As in previous years, our 2023/2024 **Public Access Events and Holiday Programming** request focuses on five specific areas:

- 1) **Holiday Activities and Festivals**
- 2) **Summer Programming**
- 3) **Cultural Events**
- 4) **Environmental Outreach and Education**
- 5) **Sporting Events**

### **Holiday Activities and Events**

In the 2022 – 2023 Atax fiscal year, the Kiawah Island Recreation Department conducted hundreds of hours of holiday programming, including July 4<sup>th</sup>, Thanksgiving, Christmas, New Year's, and Easter/Spring breaks. Island guests enjoy our traditional Patriotic Bike Parade, Santa Parade, annual Easter Egg Hunt and Toss, firework displays, beach fun runs, festivals, family shows (such as Magic, Family Trivia, and Comedy Improv), sand sculpting contests and much more. Festivals include family-friendly party bands, games, crafts, roving entertainers and multiple interactive blow-ups (including an escape box, pirate ship, obstacle course, and inflatable carnival game booths).

### **Summer Family Programming**

Creatively designed to catch guests' attention, our programs always provide something new. Offering numerous special events each week during the peak season, we host family events such as Festivals, Trivia, Movies in the Park, Family Olympics, Family Survivor, and the Rick Hubbard Kazoo Show. Our teen programs include Teen Scavenger Hunts, 3 on 3 Basketball Tournaments, Teen Slides after Dark and Archery Tag Parties. New for programming for summer for 2023 will include a family escape box experience, Aqua Rave teen night, Music Bingo, Island Idol, and Laser Tag. The Heron Park Nature Center offers complimentary rentals of sports balls and disc golf equipment year-round for families and individuals to enjoy in the 21-acre Night Heron Park. Our goal is to provide diverse, quality programming and comprehensive recreational facilities so guests never need to leave the island during their stay.

### **Cultural Events**

The Summer Concert Series on the Grand Lawn of The Sanctuary has become a staple of the Kiawah experience for countless vacationing families and residents of the island alike. Throughout the summer, we enjoy a festive mix of first-timers and our faithful regulars that gather to celebrate, sing, and even do a little dancing along with the various bands. We were able to host an excellent lineup of twelve bands over the summer months, with crowds ranging from 50-250 guests from week to week. Each week our staff sets up seating for the crowds, but many guests choose to bring their own chairs, folding seats, and even some playpens for our youngest guests. The bands are family-friendly, and the wide age range always contributes to the energy and excitement of the crowd, marking the highlight of the week for many of Kiawah's visitors.

### **Environmental Outreach and Education**

The Nature Center at Night Heron Park is vital to achieving our island's environmental education goals. Educating guests about our natural world and Kiawah's barrier island ecology is an essential part of the Kiawah experience. Since its inception, the Nature Center has proven to be a great first stop for guests to get acquainted with our island. By continuously improving exhibits and signage, we hope to constantly enhance our guests' experience.

### **Sporting Events**

The Kiawah Island Golf Resort Marathon, Half Marathon, Glow Run, Swim Across America and Triathlon have generated a huge influx of tourists during a normally slow time on the island, thus generating revenue for all rental agencies, restaurants, and shops in the greater Kiawah area.

**Date(s) of project.** Daily from July 1, 2023 through June 30, 2024, with the exception of December 25, Christmas Day.

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

The Kiawah Island Recreation Department programming is designed to entice audiences of all ages. We strive to be fresh and innovative by exploring current trends, while also creating experiences that are unique to our island. This continual innovation provides fresh material to market the island. Through this marketing, guests are made aware that in order to enjoy everything Kiawah has to offer, extended stays are needed.

**Total estimated attendance:** 50,000+ people are projected to attend the 2023/2024 Public Access Events and Holiday Programming. *This number does not reflect guest visits into the Heron Park Nature Center.*

**Estimated tourist/visitor dollars to the community:** \$100 million+ (generated through marketing initiatives)

**Number of tourist/visitors\* expected:** 45,562+ tourists are projected to attend the 2023/2024 Public Access Events and Holiday Programming. This number does not reflect guest visits into the Heron Park Nature Center.

**Number of overnight visitors:** 45,562+ tourists are projected to attend the 2023/2024 Public Access Events and Holiday Programming. This number does not reflect guest visits into the Heron Park Nature Center.

**Number of room nights expected:** 83,930+ (1.9 guests per room, average length of stay is 3.5 nights.)

## State Accommodations Tax Application

Fiscal Year 2023-2024

**If requesting funding for marketing promotions, what is the medium, target audience for the promotional package and estimated number of readers?** An extensive marketing plan is in place to promote all of the special events and programs listed in this application, as well as Kiawah tourism in general. The marketing plan includes print and web-based media, travel writers and bloggers, website promotions, streaming television advertising, social media and radio spots. The total budget for marketing is \$795,410. The details of the media budget are outlined in an attached table.

**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). Please see attached. The total cost of marketing is \$795,410, rendering 30+ million impressions. The application is requesting \$475,000 for marketing with the balance to be covered by Kiawah Island Golf Resort's operating budget.

**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?** Support from the Town of Kiawah Island is not required for these events. All payroll for sheriff's deputies, firefighters, etc. will be paid for by the Kiawah Island Golf Resort.

**Is Kiawah Island Community Association (KICA) support required (i.e. Security)? If so, is this cost included in this ATAX request?** For those events where support is needed from the Kiawah Island Community Association, all fees would be paid for by the Kiawah Island Golf Resort.

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

Comments:

**Mail Completed Application To:** Town of Kiawah Island  
Attn: Town Clerk  
4475 Betsy Kerrison Parkway  
Kiawah Island, SC 29455

**Email Completed Application To:** preynolds@kiawahisland.org

## State Accommodations Tax Application

Fiscal Year 2023-2024

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

\_\_\_\_\_  
Title

\_\_\_\_\_  
Organization

\_\_\_\_\_  
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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2023 Kiawah Island Golf Resort Media Plan

Publication/Market		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Budget	Est Imp
<b>Leisure</b>															
<b>Golf</b>															
Links Magazine	FP 4C; 4x enews inclusions		\$11,000.00		\$11,000.00									\$22,000.00	630,000
National Golf Foundation	eblast, enews sponsorship, FB ads		\$10,000.00	x	x				\$10,000.00	x	x			\$20,000.00	800,000
Golf Week	FP 4C					\$5,000.00								\$5,000.00	400,000
Golf Stay and Plays.com	eblasts, enews	\$5,000.00	x	x										\$5,000.00	1,200,000
Executive Golfer	FP 4C; home page banner; eblasts				\$2,500.00					\$2,500.00				\$5,000.00	650,000
<b>Tennis</b>															
Tennis Resorts Online	boxed text ad	\$2,500.00	x	x	x	x	x	x	x	x	x	x	x	\$2,500.00	200,000
<b>All Targets</b>															
Conversant	banners/video	\$5,000.00	\$10,000.00	\$10,000.00					\$5,000.00	\$10,000.00	\$10,000.00			\$50,000.00	8,992,425
Facebook	image/text	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00	3,242,204
Google	text PPC	\$15,000.00	\$19,500.00	\$23,500.00	\$24,500.00	\$26,500.00	\$32,500.00	\$35,000.00	\$32,000.00	\$19,000.00	\$14,000.00	\$13,000.00	\$13,375.00	\$267,875.00	5,000,000
Private Clubs	dedicated eblasts; banner ads			\$11,000.00										\$22,000.00	750,000
Media Max*	FP 4C			\$7,000.00			\$7,000.00		\$11,000.00					\$21,000.00	23,000
	custom content; banner ads, social media, eblast									\$7,000.00					
Just Luxe			\$10,000.00											\$10,000.00	500,000
Partner(s) TBD	OTT					\$50,000.00								\$50,000.00	1,250,000
6AM City	text ads		\$800.00	\$2,650.00						\$5,000.00				\$8,450.00	150,000
SC Vacation Guide	1/2 pg 4c with video upgrade online annual	x	x	x	x	x	x	x	x	x	\$7,450.00	x	x	\$7,450.00	375,000
Explore Charleston	listings	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$10,200.00	50,000
Charleston Golf Guide	Inside Front Cover											\$5,000.00		\$5,000.00	50,000
Charleston Mtg Planners Guide	2 page Spread											\$4,200.00		\$4,200.00	50,000
Charleston Wedding Guide	FP 4C					\$3,200.00								\$3,200.00	50,000
Explore Charleston	Advertorial Badges			\$733.00	\$3,200.00		\$2,400.00	\$2,400.00						\$8,733.00	50,000
Seabrook Exchange	FP 4C			\$3,210.00										\$3,210.00	10,000
Charleston CVB	Golf Intro Page	\$12,000.00	x	x	x	x	x	x	x	x	x	x	x	\$12,000.00	50,000
Wedding															
Wedding Wire	listing	\$5,175.00	x	x	x	x	x	x	x	x	x	x	x	\$5,175.00	1,000,000
<b>Group</b>															
Lead Me	dedicated eblasts	\$4,500.00			\$4,500.00	\$4,500.00		\$4,500.00		\$4,500.00		\$4,500.00		\$27,000.00	1,800,000
Meetings Today	FP/ADV & Webinars	\$4,500.00		\$4,500.00	\$2,500.00		\$2,500.00	\$4,500.00	\$2,500.00	\$4,500.00		\$4,500.00		\$30,000.00	560,000
Meetings Net	Webinar & In-Article Video		\$4,000.00		\$4,000.00	\$4,000.00	\$4,000.00		\$4,000.00		\$4,000.00		\$4,000.00	\$28,000.00	300,000
Georgia MPI	FP 4c								\$2,150.55					\$2,150.55	25,000
AENC	dedicated eblasts		\$600.00			\$600.00				\$600.00				\$1,800.00	2,100
MPI Carolinas	FP 4c; eblasts	\$550.00	\$605.00		\$605.00		\$550.00		\$605.00		\$1,155.00		\$550.00	\$4,620.00	2,800
GSAE	web banner	x	x	x	\$1,567.50	x	x	x	x	x	x	x	\$2,042.55	\$3,610.05	20,000
Smart Meetings	webinar, FP 4C, Demand Gen Package	\$2,900.00	\$6,500.00		\$6,500.00	\$6,500.00					\$5,500.00			\$27,900.00	200,000
ASAE	directory listing and rectangle	\$1,000.00	x	x	x	x	x	x	x	x	x	x	x	\$1,000.00	20,000
Epro	content	\$300.00		\$300.00		\$300.00		\$300.00		\$300.00		\$300.00		\$1,800.00	320,000
Convention South	FP, banners, eblasts	x	x	x	\$4,000.00	\$4,000.00	x	x	\$4,000.00	x	x	\$4,000.00	x	\$16,000.00	140,000
<b>All Targets</b>															
Leisure Contingency															
Group Contingency													\$56,137.40	\$56,137.40	1,000,000
<b>Total</b>		<b>\$61,775.00</b>	<b>\$76,355.00</b>	<b>\$66,243.00</b>	<b>\$68,222.50</b>	<b>\$107,950.00</b>	<b>\$52,300.00</b>	<b>\$50,050.00</b>	<b>\$74,605.55</b>	<b>\$56,750.00</b>	<b>\$45,455.00</b>	<b>\$38,850.00</b>	<b>\$96,853.95</b>	<b>\$795,410.00</b>	<b>30,012,528</b>

\*Timing TBD based on remnant avails

2023		
Q1	\$204,373.00	26%
Q2	\$228,472.50	29%
Q3	\$181,405.55	23%
Q4	\$181,158.95	23%
Total	\$795,410.00	100%

**Town of Kiawah Island State Accommodations Tax Advisory Committee**  
**Application for Accommodations Tax Funds**

**Letter of Introduction**

The Town of Kiawah Island State Accommodations Tax Advisory Committee will meet on Friday, March 31, 2023 at 1:00 pm to consider new applications for funding for Fiscal Year 2023-2024. The meeting will be held at the Municipal Center Complex located at 4475 Betsy Kerrison Parkway, Kiawah Island, SC 29455 in the Council Chambers. To be considered, the completed application must be received by the Town Clerk by **2:00 pm on March 17, 2023**.

For detailed information regarding how state accommodations tax funds can be spent, please refer to the Department of Revenue's official advisory opinion contained in **SC REVENUE RULING #98-22**. This information is available from the Town Treasurer.

As stated in the law, any money in the Tourism-related Fund must be spent on tourism-related expenditures, which include:

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 the 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 cost directly attributed by tourists;
5. public facilities such as restrooms, dressing rooms, parks, and parking lots;
6. tourist shuttle transportation;
7. control and repair of waterfront erosion; and
8. operating visitor information centers.

**Please note which of the above applies to this application and write the category number on the Tourism Related Expenditure Category line on page 1 of the application.** A responsible person from the submitting organization **must** attend the SATAX Advisory Committee meeting (in-person) on **Friday, March 31, 2023 at 1:00 pm** to present the request /application (limit to five minutes) and to answer committee member questions.

Actions taken by the State Accommodations Tax Advisory Committee must be approved by the Ways and Means Committee and Town Council before funds may be committed to the applicant or dispersed by the Town.

Please retain this cover sheet for your records. For further information, please contact:

Petra Reynolds, Town Clerk  
4475 Betsy Kerrison Parkway  
Kiawah Island, SC 29455

Phone: 843-768-5101  
Email: preynolds@kiawahisland.org  
Fax: 843-768-4764



**Town of Kiawah Island  
State Accommodations Tax Application**

**Fiscal Year 2023-2024**

**APPLICATION DEADLINE:  
2:00 pm on March 17, 2023**

**NAME OF EVENT** \_\_\_\_\_

**Date of application:** \_\_\_\_\_ **Amount of request: \$** \_\_\_\_\_

**Tourism Related Expenditure Category** (see coverpage for categories): \_\_\_\_\_

**NAME OF APPLICANT:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Name and position of person submitting request:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Telephone #** \_\_\_\_\_ **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)** \_\_\_\_\_ **(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)**

Briefly describe your project, and its goals and objectives.

Date(s) of project.

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

Total estimated attendance: \_\_\_\_\_

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

Number of tourist/visitors\* expected: \_\_\_\_\_

Number of overnight visitors: \_\_\_\_\_

Number of room nights expected: \_\_\_\_\_

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 2023-2024**

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)

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?

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

Will funding be requested on a continued basis? Yes\_\_\_\_\_No\_\_\_\_\_If yes, how many years?

Other Comments:

**Mail Completed Application To:**

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

**Email Completed Application To:**

**preynolds@kiawahisland.org**

**State Accommodations Tax Application**  
**Fiscal Year 2023-2024**

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

\_\_\_\_\_  
Title

\_\_\_\_\_  
Organization

\_\_\_\_\_  
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: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# FY2022/2023 Accommodations Tax Funding Report

You may record information directly on this form or create a separate document for more detailed responses.

## I. PROJECT INFORMATION:

Organization Name: \_\_\_\_\_

Project Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

## II. PROJECT COMPLETION:

Were you able to complete the project as stated in your original application? \_\_\_\_\_

If no, state any problems you encountered.

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## III. PROJECT SUCCESS:

Please share any additional comments regarding the project. (e.g., lessons learned, successes, problems encountered, etc.)

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## IV. PROJECT ATTENDANCE:

Record numbers in table below, as requested by the Tourism Expenditure Review Committee. Numbers reflect attendance and funds received for project for current and previous years.

		2022-2023		2022-2023
			Interim	Final
Total budget of event/project				
Amount funded by A-Tax				
Amount funded by A-tax from all sources				
Total Attendance				
Total tourists*				

\*Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by case basis.

## V. METHODS:

Please describe the methods used to capture the attendance data listed above (license plates, surveys, etc.)

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## VI. PROJECT BUDGET:

Attach report indicating project expenses of Accommodations Tax FY22-23 grant.

## VII. ORGANIZATION SIGNATURE:

Provide signature of official with organization, verifying accuracy of above statements.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date



Town of Kiawah Island  
State Accommodations Tax Application  
Fiscal Year 2023-2024  
**APPLICATION DEADLINE:**  
2:00 pm on March 17, 2023

NAME OF EVENT Town of Kiawah Island Beach Patrol Services

Date of application: 3/17/2023 Amount of request: \$ 408,800

Tourism Related Expenditure Category (see coverpage for categories): 4

NAME OF APPLICANT: Town of Kiawah Island

Address: 4475 Betsy Kerrison Parkway

Kiawah Island, SC 29455

Name and position of person submitting request: Craig Harris Sr., Director of Public Safety

Email address: charris@kiawahisland.org

Telephone # 843-973-8121 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 2023-2024

Briefly describe your project, and its goals and objectives.

See attachment

Date(s) of project.

July 1, 2023-June 30, 2024

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

The beach patrol services provides safety and security to tourist and visitors while on the beach. This service enhances visitor's enjoyment of the island.

Total estimated attendance: N/A

Estimated tourist/visitor dollars to the community: \$ N/A

Number of tourist/visitors\* expected: N/A

Number of overnight visitors: N/A

Number of room nights expected: N/A

Other verifiable objectives: N/A

\* 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?

N/A

## State Accommodations Tax Application

Fiscal Year 2023-2024

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)

The contract amount with Island Beach Services for Beach Patrol services is 584,000. The cost includes Administration, Equipment, Training, Taxes, Vehicles, and Fuel.

The request amount \$408,800.00 is 70% of the total contract cost. The difference is covered through other Town funded sources.

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?

Yes, the Town will support the services by covering the remaining balance from its General Funds of other restricted funding sources.

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? Annual

Other Comments:

**Mail Completed Application To:**

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

**Email Completed Application To:**

preynolds@kiawahisland.org

# State Accommodations Tax Application

Fiscal Year 2023-2024

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



Public Safety Director

Title

Town of Kiawah Island

Organization

March 17, 2023

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: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## FY2022/2023 Accommodations Tax Funding Report

You may record information directly on this form or create a separate document for more detailed responses.

### I. PROJECT INFORMATION:

Organization Name: Town of Kiawah Island

Project Name: Town of Kiawah Island Beach Patrol Services

Contact Name: Craig Harris Sr.

Phone: 843-973-8121

### II. PROJECT COMPLETION:

Were you able to complete the project as stated in your original application? Yes

If no, state any problems you encountered.

### III. PROJECT SUCCESS:

Please share any additional comments regarding the project. (e.g., lessons learned, successes, problems encountered, etc.)

N/A

### IV. PROJECT ATTENDANCE:

Record numbers in table below, as requested by the Tourism Expenditure Review Committee. Numbers reflect attendance and funds received for project for current and previous years.

	2022-2023	2022-2023
		<input checked="" type="checkbox"/> Interim <input type="checkbox"/> Final
Total budget of event/project	\$584,000	\$584,000
Amount funded by A-Tax	\$467,200	\$467,200
Amount funded by A-tax from all sources		
Total Attendance		
Total tourists*		

\*Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by case basis.

### V. METHODS:

Please describe the methods used to capture the attendance data listed above (license plates, surveys, etc.)

N/A

### VI. PROJECT BUDGET:

Attach report indicating project expenses of Accommodations Tax FY22-23 grant.

### VII. ORGANIZATION SIGNATURE:

Provide signature of official with organization, verifying accuracy of above statements.

Signature

Craig Harris Sr.

Name

Public Safety Director

Title

March 17, 2023

Date



Kiawah Island, SC

# Detail GL Report Account Detail

Date Range: 07/01/2022 - 03/22/2023

Account		Name				Beginning Balance	Total Activity	Ending Balance
Fund: 230 - COUNTY ACCOMMODATION TAX FUND								
230-42300-53405		BEACH PATROL COSTS				0.00	389,333.28	389,333.28
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/01/2022	APPKT01275	301	32102	BEACH PATROL - 07/2022	1118 - BARRIER ISLAND OCEAN RESCUE		48,666.66	48,666.66
09/01/2022	APPKT01288	304	32204	BEACH PATROL -08/2022	1118 - BARRIER ISLAND OCEAN RESCUE		48,666.66	97,333.32
10/01/2022	APPKT01304	307	32344	BEACH PATROL-09/2022	1118 - BARRIER ISLAND OCEAN RESCUE		48,666.66	145,999.98
10/30/2022	APPKT01317	310	32477	BEACH PATROL-10/2022	1118 - BARRIER ISLAND OCEAN RESCUE		48,666.66	194,666.64
11/28/2022	APPKT01329	316	32599	BEACH PATROL-11/2022	1118 - BARRIER ISLAND OCEAN RESCUE		48,666.66	243,333.30
01/01/2023	APPKT01342	321	32728	BEACH PATROL-12/2022	1118 - BARRIER ISLAND OCEAN RESCUE		48,666.66	291,999.96
02/01/2023	APPKT01354	329	32840	BEACH PATROL-01/2023	1118 - BARRIER ISLAND OCEAN RESCUE		48,666.66	340,666.62
03/01/2023	APPKT01372	330	33032	BEACH PATROL-02/2023	1118 - BARRIER ISLAND OCEAN RESCUE		48,666.66	389,333.28
Total Fund: 230 - COUNTY ACCOMMODATION TAX FUND:						Beginning Balance: 0.00	Total Activity: 389,333.28	Ending Balance: 389,333.28
Grand Totals:						Beginning Balance: 0.00	Total Activity: 389,333.28	Ending Balance: 389,333.28

To provide Beach patrol services throughout the year as well as during our busiest beach time of the year starting the Friday before Easter through the end of October.

Base on the Town's contract with Island Beach Services- Beach Patrol only:

**October 1 through Thursday before Easter**

One employee (one vehicle) is responsible for full coverage of the beach throughout the day.

**Workday: 8:00 a.m. to 5:00 p.m.**

**Friday before Easter through May 14**

Two employees (two vehicles), patrolling independently to maximize beach coverage. One vehicle will be operated by the supervisor of the day.

**Workday: 8:00 a.m. to 6:00 p.m.**

**May 15 through Thursday before Memorial Day**

Three employees (3 vehicles) patrolling independently for maximum beach coverage. One person will be designated as the supervisor. Shifts will be staggered and overlapping to ensure adequate coverage and response during the workday hours.

**Workday: 7:00 a.m. to 8:00 p.m.**

**Friday before Memorial Day through August 15 (Staggered 8hrs shift)**

Six employees (6 vehicles) patrolling independently for maximum beach coverage. One person will be designated as the supervisor. Shifts will be staggered and overlapping to ensure adequate coverage and response during the workday hours.

**Workday: 7:00 a.m. to 8:00 p.m.**

**August 16 through Labor Day Monday**

Three employees (3 vehicles) patrolling independently for maximum beach coverage. One person will be designated as the supervisor. Shifts will be staggered and overlapping to ensure adequate coverage and response during the workday hours.

**Workday: 7:00 a.m. to 8:00 p.m.**

**Tuesday After Labor Day through September 30**

Two employees (two vehicles) patrolling independently to maximize beach coverage. One vehicle will be operated by the supervisor of the day.

**Workday: 8:00 a.m. to 6:00 p.m.**

- **The contract amount with Island Beach Services for Beach Patrol services is 584,000. The cost includes Administration, Equipment, Training, Taxes, Vehicles, and Fuel.**



Town of Kiawah Island  
State Accommodations Tax Application  
Fiscal Year 2023-2024  
**APPLICATION DEADLINE:**  
**2:00 pm on March 17, 2023**

NAME OF EVENT Town of Kiawah Island Law Enforcement Coverage

Date of application: March 17, 2023 Amount of request: \$532,398

Tourism Related Expenditure Category (see coverpage for categories): 4

NAME OF APPLICANT: Town of Kiawah Island

Address: 4475 Betsy Kerrison Parkway

Kiawah Island, SC 29455

Name and position of person submitting request: Craig Harris Sr., Director of Public Safety

Email address: charris@kiawahisland.org

Telephone # 843-973-8121

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 2023-2024

Briefly describe your project, and its goals and objectives.

See attachment

Date(s) of project.

July 1, 2023-June 30, 2024

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

South Carolina law enforcement provides a sense of security throughout the island for residents and tourists. The visibility and professionalism give a pleasant reassurance while vacationing, walking, jogging, shopping, or biking on Kiawah Island. The experience of a good quality of life, while on Kiawah Island, can encourage visitors to return rather than visit other resort islands in other states.

Total estimated attendance: N/A

Estimated tourist/visitor dollars to the community: \$ N/A

Number of tourist/visitors\* expected: N/A

Number of overnight visitors: N/A

Number of room nights expected: N/A

Other verifiable objectives: N/A

\* 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?

N/A

## State Accommodations Tax Application

Fiscal Year 2023-2024

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)

The Town's Total Law Enforcement cost is \$760,569.00. The requested amount of \$532,398.00 is 70% to the total cost. The difference is covered through other Town funded sources.

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?

Yes, the Town will support the services by covering the remaining balance from its General Funds of other restricted funding sources.

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? Annual

Other Comments:

Mail Completed Application To:

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

Email Completed Application To:

preynolds@kiawahisland.org

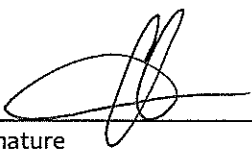
State Accommodations Tax Application

Fiscal Year 2023-2024

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  
  
\_\_\_\_\_  
Public Safety Director  
\_\_\_\_\_  
Title  
  
\_\_\_\_\_  
Town of Kiawah Island  
\_\_\_\_\_  
Organization  
  
\_\_\_\_\_  
March 17, 2023  
\_\_\_\_\_  
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: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## FY2022/2023 Accommodations Tax Funding Report

You may record information directly on this form or create a separate document for more detailed responses.

### I. PROJECT INFORMATION:

Organization Name: Town of Kiawah Island

Project Name: Town of Kiawah Island Law Enforcement Services

Contact Name: Craig Harris Sr.

Phone: 843-973-8121

### II. PROJECT COMPLETION:

Were you able to complete the project as stated in your original application? Yes

If no, state any problems you encountered.

### III. PROJECT SUCCESS:

Please share any additional comments regarding the project. (e.g., lessons learned, successes, problems encountered, etc.)

N/A

### IV. PROJECT ATTENDANCE:

Record numbers in table below, as requested by the Tourism Expenditure Review Committee. Numbers reflect attendance and funds received for project for current and previous years.

	2022-2023	2022-2023
		<input checked="" type="checkbox"/> Interim <input type="checkbox"/> Final
Total budget of event/project	\$977,010	\$977,010
Amount funded by A-Tax	\$700,000	\$700,000
Amount funded by A-tax from all sources	\$130,458	\$130,458
Total Attendance	N/A	N/A
Total tourists*	N/A	N/A

\*Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by case basis.

### V. METHODS:

Please describe the methods used to capture the attendance data listed above (license plates, surveys, etc.)

### VI. PROJECT BUDGET:

Attach report indicating project expenses of Accommodations Tax FY22-23 grant.

### VII. ORGANIZATION SIGNATURE:

Provide signature of official with organization, verifying accuracy of above statements.

Signature

Craig Harris Sr.

Name

Public Safety Director

Title

March 17, 2023

Date



Kiawah Island, SC

# Detail GL Report

## Account Detail

Date Range: 07/01/2022 - 03/22/2023

Account		Name				Beginning Balance	Total Activity	Ending Balance
Fund: 100 - GENERAL FUND						0.00	189,070.00	189,070.00
		SALARIES - DEPUTIES						
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/14/2022	GLPKT07669	JN17039		Coord Pay			700.00	700.00
07/14/2022	GLPKT07669	JN17039		Regular Earnings			8,830.00	9,530.00
07/28/2022	GLPKT07669	JN17145		Coord Pay			700.00	10,230.00
07/28/2022	GLPKT07669	JN17145		Regular Earnings			11,310.00	21,540.00
08/11/2022	GLPKT07869	JN17305		Regular Earnings			10,700.00	32,240.00
08/11/2022	GLPKT07869	JN17305		Coord Pay			700.00	32,940.00
08/25/2022	GLPKT07869	JN17433		Regular Earnings			11,560.00	44,500.00
08/25/2022	GLPKT07869	JN17433		Coord Pay			700.00	45,200.00
09/08/2022	GLPKT07970	JN17501		Regular Earnings			10,210.00	55,410.00
09/08/2022	GLPKT07970	JN17501		Coord Pay			700.00	56,110.00
09/22/2022	GLPKT07970	JN17610		Coord Pay			700.00	56,810.00
09/22/2022	GLPKT07970	JN17610		Regular Earnings			9,570.00	66,380.00
10/06/2022	GLPKT08052	JN17743		Coord Pay			700.00	67,080.00
10/06/2022	GLPKT08052	JN17743		Regular Earnings			11,620.00	78,700.00
10/20/2022	GLPKT08052	JN17844		Regular Earnings			11,420.00	90,120.00
10/20/2022	GLPKT08052	JN17844		Coord Pay			700.00	90,820.00
11/03/2022	GLPKT08113	JN17932		Coord Pay			700.00	91,520.00
11/03/2022	GLPKT08113	JN17932		Regular Earnings			10,780.00	102,300.00
11/17/2022	GLPKT08113	JN17997		Coord Pay			700.00	103,000.00
11/17/2022	GLPKT08113	JN17997		Regular Earnings			11,130.00	114,130.00
12/01/2022	GLPKT08195	JN18067		Regular Earnings			9,790.00	123,920.00
12/01/2022	GLPKT08195	JN18067		Coord Pay			700.00	124,620.00
12/15/2022	GLPKT08195	JN18210		Coord Pay			700.00	125,320.00
12/15/2022	GLPKT08195	JN18210		Regular Earnings			11,270.00	136,590.00
12/30/2022	GLPKT08195	JN18288		Coord Pay			700.00	137,290.00
12/30/2022	GLPKT08195	JN18288		Regular Earnings			11,340.00	148,630.00
01/12/2023	GLPKT08285	JN18382		Regular Earnings			7,410.00	156,040.00
01/12/2023	GLPKT08285	JN18382		Coord Pay			700.00	156,740.00
01/26/2023	GLPKT08285	JN18467		Regular Earnings			11,550.00	168,290.00
01/26/2023	GLPKT08285	JN18467		Coord Pay			700.00	168,990.00
02/09/2023	GLPKT08340	JN18553		Regular Earnings			9,830.00	178,820.00
02/09/2023	GLPKT08340	JN18553		Coord Pay			700.00	179,520.00
02/23/2023	GLPKT08340	JN18652		Regular Earnings			8,850.00	188,370.00
02/23/2023	GLPKT08340	JN18652		Coord Pay			700.00	189,070.00

## Detail GL Report

Date Range: 07/01/2022 - 03/22/2023

Account		Name				Beginning Balance	Total Activity	Ending Balance
		Overtime				0.00	17,145.00	17,145.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/14/2022	GLPKT07669	JN17039		Overtime Earnings			3,720.00	3,720.00
09/08/2022	GLPKT07970	JN17501		Overtime Earnings			1,215.00	4,935.00
09/22/2022	GLPKT07970	JN17610		Overtime Earnings			5,175.00	10,110.00
12/01/2022	GLPKT08195	JN18067		Overtime Earnings			2,460.00	12,570.00
12/30/2022	GLPKT08195	JN18288		Overtime Earnings			855.00	13,425.00
01/12/2023	GLPKT08285	JN18382		Overtime Earnings			3,720.00	17,145.00
		FICA ER MATCH				0.00	15,178.39	15,178.39
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/14/2022	GLPKT07669	JN17039		Employer Tax Expense			968.61	968.61
07/28/2022	GLPKT07669	JN17145		Employer Tax Expense			880.95	1,849.56
08/11/2022	GLPKT07869	JN17305		Employer Tax Expense			841.29	2,690.85
08/25/2022	GLPKT07869	JN17433		Employer Tax Expense			904.03	3,594.88
09/08/2022	GLPKT07970	JN17501		Employer Tax Expense			895.04	4,489.92
09/22/2022	GLPKT07970	JN17610		Employer Tax Expense			1,146.97	5,636.89
10/06/2022	GLPKT08052	JN17743		Employer Tax Expense			917.27	6,554.16
10/20/2022	GLPKT08052	JN17844		Employer Tax Expense			897.94	7,452.10
11/03/2022	GLPKT08113	JN17932		Employer Tax Expense			856.59	8,308.69
11/17/2022	GLPKT08113	JN17997		Employer Tax Expense			878.14	9,186.83
12/01/2022	GLPKT08195	JN18067		Employer Tax Expense			963.75	10,150.58
12/15/2022	GLPKT08195	JN18210		Employer Tax Expense			887.73	11,038.31
12/30/2022	GLPKT08195	JN18288		Employer Tax Expense			961.63	11,999.94
01/12/2023	GLPKT08285	JN18382		Employer Tax Expense			876.39	12,876.33
01/26/2023	GLPKT08285	JN18467		Employer Tax Expense			908.86	13,785.19
02/09/2023	GLPKT08340	JN18553		Employer Tax Expense			733.86	14,519.05
02/23/2023	GLPKT08340	JN18652		Employer Tax Expense			659.34	15,178.39
		RETIREMENT MATCH				0.00	41,705.44	41,705.44
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/01/2022	GLPKT07807	JN17173		SC RETIREMENT 710.38			4,084.55	4,084.55
08/31/2022	GLPKT07807	JN17452		SC RETIREMENT 710.38			6,494.93	10,579.48
09/30/2022	GLPKT07945	JN17710		SC RETIREMENT 710.38			4,352.38	14,931.86
10/31/2022	GLPKT08046	JN17901		SC RETIREMENT 710.38			5,046.39	19,978.25
11/30/2022	GLPKT08114	JN18052		SC RETIREMENT 710.38			4,458.09	24,436.34
01/03/2023	GLPKT08257	JN18277		SC RETIREMENT 710.38			4,234.14	28,670.48
01/30/2023	GLPKT08335	JN18531		SC Retirement 710.38 TOKI			378.34	29,048.82
01/30/2023	GLPKT08335	JN18531		SC Retirement 710.38 TOKI			769.72	29,818.54
01/31/2023	GLPKT08257	JN18501		SC RETIREMENT 710.38			4,551.06	34,369.60
02/28/2023	GLPKT08325	JN18702		SC RETIREMENT 710.38			7,335.84	41,705.44
		COUNTY DEPUTY VEHICLE FEES				0.00	9,150.00	9,150.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/17/2022	APPKT01284	2022-035	32185	VEHICLE USAGE FEE 06/2022	1300 - CHARLESTON COUNTY		920.00	920.00

As you know, the Town of Kiawah Island currently contracts with the Charleston County Sheriff's office for full-time (permanent) and off-duty deputy coverage.

On March 3, Sheriff Kristin Graziano provided a 90-day notice to the Town to terminate our full-time (permanent) deputy coverage Agreement with the Sheriff's office. This termination notice does not affect our off-duty deputy contract.

Currently, the Town is talking with other law enforcement services/agencies to provide full-time (permanent) deputy coverage for the Town of Kiawah Island. Staff is confident that we will have a new contract for the Town Council to consider and approve before June 1, 2023.

We anticipate keeping the same shifts as described below. However, when this SATAX request is due, we are unsure what the costs will be with the new full-time/permanent law enforcement agency, so we respectfully request the same amount as last year.

Ultimately, if the requested amount is approved and recommended by this committee and approved by the Town Council, if our costs come in less, then the Town will adjust its approved amount accordingly to the 70 percent baseline used.

Below is the following shift coverage:

4 deputies- 1<sup>st</sup> shift (7am-7pm) – full-time/permanent police officers

2 deputies-2<sup>nd</sup> shift (4pm-12am) – off-duty police officers

2 deputies-3<sup>rd</sup> shift (12am-8am) – off-duty police officers

*Two (2) additional police officers from 8:00am to 4:00 pm weekends commencing the Friday before Memorial Day through Labor Day.*

Based on statistical data provided by KICA and various other entities in previous years, the average percentage of visitors to Kiawah Island monthly is consistently 70 percent. However, the Town understands the need is great and growing for State Accommodation dollars from various entities and organizations on the island. Therefore, we are requesting funding of \$532,398.

With the current contracts (*and the anticipated new contract to cover the current full-time/permanent contract*) in place, the full-time/permanent police officers' contract is generally staffed most of the time, and the off-duty police officers' contract is typically covered approximately 60-75 percent of the time. Therefore, the Town's police officers' cost is \$760,569.

The funding is used to supplement the public safety demands imposed on the community as allowed in Section 4 of the state statute governing the usage of State Accommodations Tax funding. The service area encompasses the Town of Kiawah Island, including Freshfields.