

TOWN OF KIAWAH ISLAND
State Accommodation Tax Committee Meeting
Municipal Center Council Chambers
March 31, 2023, 1:00 PM

Minutes

Due to technical difficulties, there is no video or audio of the meeting.

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

II. Roll Call:

Present: John Moffitt, Chairman
Roger Warren
John Wilson
Jodi Rush
Amy Anderson
Don Semmler

Absent: David Wohl
Steve Ellis

Also Present: Stephanie Monroe Tillerson, Town Administrator
Dorota Szubert, Finance Director
Chris Campbell, Explore Charleston (CVB)
Tripp Hays, Explore Charleston (CVB)

III. Approval of Minutes:

A. SATAX Meeting Minutes of September 13, 2022

A motion was made to approve the minutes of September 13, 2022. The motion was seconded and unanimously approved.

IV. Presentation:

A. Charleston Visitors Bureau Budget

Mr. Hays provided a presentation of the fiscal year 2023/2024 Program of Work budget that included a breakdown of the annual budget of \$26 million, including a review of income from state accommodations taxes and the expenditure of the Town's \$1,110,601.00 contribution to Explore Charleston budget in the following categories:

➤ DESTINATION MARKETING:	\$591,915.00
✓ 1 (Advertising), 2 (Promotional Materials), 3 (Marketing Support) and 7 (Other - Tourism Research)	
➤ MEDIA EFFORTS:	\$137,294.00
➤ GROUP SALES EFFORTS and TRADESHOWS	\$176,847.00
➤ VISITOR SERVICES:	\$204,546.00

V. Old Business:

None

VI. New Business:

A. Review of Application for Fiscal Year 2022-2023

The application from the Kiawah Island Club was submitted for funding from the FY 2022/2023 funding surplus included in the total available for funding for FY 2023/2024.

A representative of the Kiawah Island Club presented the following application. Members reviewed and engaged in an in-depth discussion of the application.

Project	Applicant Sponsor	September 2023/2023 Application Request
U.S Amateur Four-Ball Championship	Kiawah Island Club / Kiawah Island Club Holdings	100,000

- U.S. Amateur Four-Ball Championship**
 Kiawah Island Club / Kiawah Island Club Holdings
 Requested: **\$100,000.00**

Each member placed their funding recommendation on individual worksheets that were gathered to allow Ms. Szubert to aggregate the funding recommendation.

Members reviewed the average of the recommendations for the application and agreed to a \$75,000.00 funding recommendation.

- U.S. Amateur Four-Ball Championship**
 Kiawah Island Club / Kiawah Island Club Holdings
 Funding Recommendation: **\$75,000.00** reduction of \$25,000

A motion was made to recommend to the Ways and Means Committee the funding allocation of \$75,000.00 for the U.S. Amateur Four-Ball Championship. The motion was seconded and was unanimously approved.

B. Review of Applications for Fiscal Year 2023-2024

Based on the current predictions, the total amount of **\$2,000,000.00** in funding available for FY 2023/2024 was reduced with the allocation of **\$75,000.00** for the U.S. Amateur Four-Ball Championship from FY 2022/2023 surplus funds.

Currently, there is a total of **\$1,925,000.00** in funding available, and application requests have been received for **\$2,317,208.61**.

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

Project	Applicant Sponsor	2023/2024 Application Request
Destination Marketing & Advertising	Andell Inn	\$ 151,000.00
Enhanced Rescue Equipment	Barrier Island Ocean Rescue	\$ 248,210.61
Events Promotion	Freshfields Village / Freshfields (EDENS) LLC	\$ 35,000.00
Tourism Marketing & Advertising	Freshfields Village / Freshfields (EDENS) LLC	\$ 65,000.00
#Discover Kiawah: A National Influencer Event	Freshfields Village / Freshfields (EDENS) LLC	\$ 150,000.00
Garden & Gun • Freshfields Village / Kiawah Partnership	Freshfields Village / Freshfields (EDENS) LLC	\$ 126,800.00
Marketing of Kiawah Island Events & Holiday Programming	Kiawah Island Golf Resort	\$ 475,000.00
The Giving Tee Presented by Advance Kiawah	Kiawah Development Partners	\$ 25,000.00
Beach Patrol Services	Town of Kiawah Island	\$ 408,800.00
Law Enforcement Services	Town of Kiawah Island	\$ 532,398.00

- Destination Marketing and Advertising**
 Andell Inn
 Requested: **\$151,000.00**
- Enhanced Rescue Equipment**
 Barrier Island Ocean Rescue
 Requested: **\$248,210.61**

📌	Events Promotion Freshfields Village / Freshfields (EDENS) LLC Requested:	\$35,000.00
📌	Tourism Marketing and Advertising Freshfields Village / Freshfields (EDENS) LLC Requested:	\$65,000.00
📌	#Discover Kiawah: A National Influencer Event Freshfields Village / Freshfields (EDENS) LLC Requested:	\$150,000.00
📌	Garden & Gun + Freshfields Village / Kiawah Partnership Freshfields Village / Freshfields (EDENS) LLC Requested:	\$126,800.00
📌	Marketing of Kiawah Island Events and Holiday Programming Kiawah Island Golf Resort Requested:	\$475,000.00
📌	The Giving Tee Presented by Advance Kiawah Kiawah Development Partners Requested:	\$25,000.00
📌	Town of Kiawah Island Beach Patrol Town of Kiawah Island Requested:	\$408,800.00
📌	TOKI - Charleston County Sheriff Deputies Town of Kiawah Island Requested:	\$532,398.00
	TOTAL FUNDS REQUESTED:	\$2,217,208.61

Committee Members, along with Ms. Tillerson and Ms. Szubert, engaged in an in-depth discussion of the applications presented. Following the discussion, Committee Members placed their funding recommendations on worksheets that were gathered to allow Ms. Szubert to average the funding recommendations.

Committee Members reviewed the recommendations for each application and agreed to the funding recommendations as follows:

📌	Destination Marketing and Advertising Andell Inn Requested:	\$151,000.00	
	Recommend Funding:	\$130,500.00	reduction of \$20,500
📌	Enhanced Rescue Equipment Barrier Island Ocean Rescue Requested:	\$248,210.61	
	Recommend Funding:	\$186,042.00	reduction of \$62,168
📌	Events Promotion Freshfields Village / Freshfields (EDENS) LLC Requested:	\$35,000.00	
	Recommend Funding:	\$35,000.00	
📌	Tourism Marketing and Advertising Freshfields Village / Freshfields (EDENS) LLC Requested:	\$65,000.00	
	Recommend Funding:	\$65,000.00	

<ul style="list-style-type: none"> ✚ #Discover Kiawah: A National Influencer Event Freshfields Village / Freshfields (EDENS) LLC 	Requested:	\$150,000.00	
	Recommend Funding:	\$75,000.00	reduction of \$75,000
<ul style="list-style-type: none"> ✚ Garden & Gun + Freshfields Village / Kiawah Partnership Freshfields Village / Freshfields (EDENS) LLC 	Requested:	\$126,800.00	
	Recommend Funding:	\$80,920.00	reduction of \$45,800
<ul style="list-style-type: none"> ✚ Marketing of Kiawah Island Events and Holiday Programming Kiawah Island Golf Resort 	Requested:	\$475,000.00	
	Recommend Funding:	\$475,000.00	reduction of \$14,000
<ul style="list-style-type: none"> ✚ The Giving Tee Presented by Advance Kiawah Kiawah Development Partners 	Requested:	\$25,000.00	
	Recommend Funding:	\$8750.00	reduction of \$16,250
<ul style="list-style-type: none"> ✚ Town of Kiawah Island Beach Patrol Town of Kiawah Island 	Requested:	\$408,800.00	
	Recommend Funding:	\$397,040.00	reduction of \$11,760
<ul style="list-style-type: none"> ✚ TOKI - Charleston County Sheriff Deputies Town of Kiawah Island 	Requested:	\$532,398.00	
	Recommend Funding:	\$525,918.00	reduction of 9,480
TOTAL RECOMMENDED FUNDING:		\$1,979,171.00	

The funding recommendations totaled **\$1,979,171.00**, which included a funding reduction of \$238,038.00. Committee members agreed with the funding recommendation amounts.

A motion was made to recommend to the Ways and Means Committee the funding allocation amounts as listed. The motion was seconded and was unanimously passed.

VII. Citizens Comments:

None

VIII. Adjournment:

A motion was made to adjourn the meeting at 3:23 pm. The motion was seconded and was unanimously passed.

Respectfully submitted,



 Petra S. Reynolds, Town Clerk

Approved on: 11/15/2023