



Town of
Kiawah Island®

Mayor

John. D. Labriola

Council Members

F. Daniel Prickett
Maryanne Connelly
John Moffitt
Scott M. Parker, MD

Town Administrator

Stephanie Monroe Tillerson

**WAYS & MEANS COMMITTEE
SPECIAL CALL MEETING**

Via Zoom

January 10, 2022; 1:00 pm

AGENDA

- I. Call to Order:**

- II. New Business:**
 - A. To Consider Recommendation to Town Council for Approval of State ATAX Funding Amounts**

- III. Adjournment:**



Memorandum

TO: Chair and Members of Ways and Means Committee

FROM: Dorota Szubert, Finance Director

SUBJECT: SATAX Funding

DATE: 01/10/2022

Overview:

On May 4, 2021, the Town Council approved the State Accommodation Tax (SATAX) and Ways and Means Committee's funding recommendations for fiscal year FY2022 in the amount of \$1,093,764. The approved funding amounts are presented in the first column - "April 2021/2022 Funding".

With the amount of projected available funds in the SATAX pool exceeding the amount requested by applicants, at the April meeting, the SATAX Committee proposed holding another meeting later in the year to consider additional applications.

The SATX Committee met on December 10, 2021, to review additional applications in the amount of \$482,000, shown in the second column - "December 2021/2022 Application Request".

The SATAX Committee recommends to the Ways and Means Committee to fund the total of \$432,000 as shown in the third column - "SATAX Committee Funding Recommendation".

Town of Kiawah Island
SATAX Funding Recommendations
December - FY 2021-2022

Category #	Project	Applicant Sponsor	April 2021/2022 Funding	December 2021/2022 Application Request	SATAX Committee Funding Recommendation	Total Recommended 2021/2022 Funding	Ways and Means Committee Funding Recommendation
1	A National & Regional Influencer Event	Freshfields Village	\$ 30,000	\$ 250,000	\$ 236,000	\$ 266,000	
1	Kiawah Island Marketing	Kiawah Island Golf Resort	\$ 435,000	\$ 200,000	\$ 172,000	\$ 607,000	
5	Kiawah Island Map and Guest Guide	Kiawah Island Community Association		\$ 22,000	\$ 15,000	\$ 15,000	
4	South Atlantic Lifesaving Association Regional Meeting	Charleston County Life Association		\$ 10,000	\$ 9,000	\$ 9,000	
2	<i>Marketing & Advertising Promoting Tourism</i>	Freshfields Village	\$ 58,000			\$ 58,000	
1	<i>Wedding Destination Marketing & Advertising</i>	Andell Inn	\$ 47,764			\$ 47,764	
4	<i>Beach Patrol</i>	Town of Kiawah Island	\$ 100,000			\$ 100,000	
4	<i>Charleston County Sherriff Deputies</i>	Town of Kiawah Island	\$ 423,000			\$ 423,000	
		Totals for Year Ending	\$ 1,093,764	\$ 482,000	\$ 432,000	\$ 1,525,764	\$ -

Total Available for Funding -Revised to reflect latest projections

\$ 2,093,764	\$ 1,000,000	1,000,000	\$ 2,093,764		
\$ 1,000,000	\$ 518,000	568,000	\$ 568,000	\$ -	

State Guidelines for each category:

advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity
 promotion of the arts and cultural events
 construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities
 the criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists
 public facilities such as restrooms, dressing rooms, parks, and parking lots
 tourist shuttle transportation
 control and repair of waterfront erosion
 operating visitor information centers