



TOWN OF KIAWAH ISLAND

21 BEACHWALKER DRIVE • KIAWAH ISLAND, SC 29455 • (843) 768-9166 • FAX (843) 768-4764

Mayor

Charles R. Lipuma

Council Members

Mary Q. Johnson
John D. Labriola
Richard E. Murphy
Lauren N. Patch

Town Administrator

Tumiko Rucker

AGENDA

State Accommodation Tax Committee Meeting

April 17, 2014; 2:00 PM
Town Hall Council Chambers

- I. Call to Order:**
- II. FOIA:** Notice of this meeting has been published, posted and faxed in accordance with the Freedom of Information Act and the Town of Kiawah Island requirements.
- III. Roll Call:**
- IV. Approval of Minutes:**
 - A. SATAX Meeting Minutes of April 12, 2013
 - B. SATAX Meeting Minutes of April 10, 2014
- V. Old Business:** None
- VI. New Business:**
 - A. General discussion of SATAX guidelines
 - B. Applications for Fiscal Year 2014-2015
 - C. Process for the Remainder of the Meeting
- VII. Executive Session:** To discuss a legal and contractual matter concerning the FY2015 State Accommodations Tax Applicants for the following:

Town of Kiawah Island and Kiawah Island Golf Resort; Kiawah Island Community Association & Kiawah Island Natural Habitat Conservancy; Charleston Symphony Orchestra; Lowcountry Blues Bash; Freshfields Village; Columbia City Ballet; City of Charleston Office of Cultural Affairs; Judy Carmichael; Brad and Jennifer Moranz; Jazz Artists of Charleston; Historic Charleston Foundation

Return to Open Session

- VIII. Recommendations of Applications for Fiscal Year 2014-2015:**
- IX. Citizens Comments:**
- X. Adjournment:**

Due to the volume of meeting materials, limited copies will be available for distribution at the meeting. Attendees are encouraged to print their own copies should they desire hard copies.

State Accommodation Tax Committee Meeting
Town Hall Council Chambers
April 12, 2013; 2:00 PM

Minutes

Mr. Abrams welcomed Committee Members and attendees to the Kiawah Island State Accommodation Tax Committee Meeting. He reviewed the SATAX Committee's Policies and Procedures and called attention to the state statute that stipulates that monies funded from the Town's SATAX are to be spent this year.

Mr. Abrams explained in the past year the Committee was faced with the challenge of having a large amount of requests with a very limited budget. This lead the Committee to develop a procedure in which each request prioritized prior to the meeting. This year the budget and the requests are more even so he suggested that the request are evaluated one at a time in the order they are listed.

- I. Call to Order:** *Mr. Abrams called the meeting to order at 2:20 pm.*
- II. FOIA:** Notice of this meeting has been published, posted and faxed in accordance with the Freedom of Information Act and the Town of Kiawah Island requirements.
- III. Roll Call:**
- | | |
|---------------|--|
| Present: | Barry Abrams, Chairman
Pam Harrington
Roger Warren
Dan Hubbard
Bill Blizzard
Robbie Crawford
Judy Chitwood |
| Also Present: | Charles R. Lipuma, Mayor
John D. Labriola, Mayor Tempore
Tumiko Rucker, Town Administrator
Ken Gunnells, Town Treasurer |
- IV. Approval of Minutes:** SATAX Meeting Minutes of March 20, 2012
- Mr. Warren made a motion to approve the minutes of March 20, 2012. The motion was seconded by Mr. Blizzard and carried unanimously.*

V. Old Business: None

VI. New Business:

A. General discussion of SATAX guidelines

Mr. Abrams discussed the SATAX guidelines, policies and procedures prior to calling the meeting to order.

B. Tourism Realignment Commission Update

Mr. Gunnells stated that there was no update available on the Tourism Expenditure Review Committee that it was still shelved and there had been no changes or realignment the State Accommodations Tax that would affect this committee within the last year.

C Applications for Fiscal Year 2013-2014

Committee Members were reminded by Mr. Gunnells that the SATAX Committee was an advisory committee and would make recommendations to Town Council. He stated that Town Council would vote on the final allocation of funding.

The following applications were presented by their representatives. Committee Members reviewed and discussed in-depth each application. The Committee's funding recommendations are as listed:

1) Charleston County Sheriff Deputies

Town of Kiawah Island

Requested: \$239,000

Recommended: \$239,000

Committee members voted unanimously to recommend to Town Council funding \$239,000 for Charleston County Sheriff Deputies

2) Annual Kiawah Festival

Town of Kiawah Island / KIGR

Requested: \$30,000

Recommended: \$ 0.00

The suggestion was made to table the request until further work can be done on the program for future funding. Committee members voted unanimously to not fund the request for the Annual Kiawah Festival.

3) Public Access Events

TOKI / Kiawah Island Golf Resort

➤ Summer Concert Series (13 events)	\$39,000
➤ Night Heron Special Events (48 events)	\$165,000
➤ Night Heron Teen Activities (72 events)	\$13,500
➤ July 4th Weekend Public Events (9 events)	\$57,000
➤ Nature Center Displays & Environmental Presentations	\$20,000
➤ Easter Activities (30 events)	\$45,000
➤ Thanksgiving Week Public Events (6 events)	\$10,000
➤ Christmas season Public events (6 events)	\$6,000
➤ Drive-in Movie Weekly (11)	\$3,000
➤ Discovery Series (6)	\$5,000
➤ New Year's Eve Programing and Fireworks (2 events)	\$36,500
➤ Kiawah Island Triathlon	\$20,000

Requested: \$420,000
Recommended: \$420,000

Committee members voted to recommend to Town Council the full funding of \$420,000 to Public Access Events. Mr. Warren, as president of the Kiawah Island Golf Resort, recused himself.

4) The Wildside Guest Pocket Guide
KICA / KINHC

Requested: \$15,000
Recommended: \$15,000

Committee members voted unanimously to recommend to Town Council funding \$15,000 to the Wildside Guest Pocket Guide.

5) Kiawah Island Motoring Retreat
Kiawah Island Motoring Retreat

Requested: \$40,000
Recommended: \$ 0.00

Committee members voted 5-2 to recommend to Town Council not funding the Kiawah Island Motoring Retreat.

6) Charleston Symphony Orchestra Concert
TOKI / Charleston Symphony Orchestra League

Requested: \$25,000
Recommended: \$25,000

Committee members voted unanimously to recommend to Town Council funding \$25,000 to the Charleston Symphony Orchestra Concert.

7) 8th Annual American Music Celebration
TOKI / Lowcountry Blues Bash

Requested: \$25,000
Recommended: \$25,000

8) 10th Annual Blues by the Sea

TOKI / Lowcountry Blues Bash

Requested: \$25,000
Recommended: \$25,000

Committee members voted unanimously to recommend to Town Council funding \$25,000 to the 8th Annual American Music Celebration and \$25,000 to the 10th Annual Blues by the Sea.

9) Freshfields Introduction

TOKI/Freshfields Village

➤ **10.) Summer Concert Series**

Requested: \$38,000
Recommended: \$38,000

➤ **11) Holiday Kid's Festival**

Requested: \$8,000
Recommended: \$8,000

➤ **12) Freshfields Easter Festival**

Requested: \$5,000
Recommended: \$5,000

➤ **13) Farmers Market**

Requested: \$2,000
Recommended: \$2,000

Committee members voted unanimously to recommend to Town Council funding \$53,000 in total to the Freshfields summer Concert Services, Holiday Kid's Festival, Easter Festival, and Farmers Market.

14) Giselle

Columbia City Ballet

Requested: \$15,000
Recommended: \$15,000

Committee members voted unanimously to recommend to Town Council funding \$15,000 to the Columbia City Ballet performance of Giselle.

15) 2013 Piccolo Spoleto Festival

City of Charleston Office of Cultural Affairs

Requested: \$5,000
Recommended: \$5,000

Committee members voted unanimously to recommend to Town Council funding \$5,000 to the 2013 Piccolo Spoleto Festival.

Throughout the meeting Committee Members questioned applicants in how they compiled or calculated the visitor statistics for their event/events. Members found that often statistics were inconsistent or inaccurate. Applicants were encouraged that it would be advisable in the future to do a random sampling of the attendees to obtain a better compilation of information in order to help the Committee support the event. The suggestion was made for the committee or group develops a universal way of measure that could be used by all applicants to keep the stats consistent.

VII. Adjournment:

The meeting adjourned at 5:35 PM.

Respectfully Submitted,

Petra S. Reynolds, Town Clerk

Approved by,

Russ Warren, 2014 Chairman

Date: _____

NAME OF EVENT: CHARLESTON COUNTY SHERIFF'S DEPUTIES – SEASONAL COVERAGE

Application Deadline April 8, 2014

For Office Use Only			
Total Accommodations Tax Funds Requested: \$ _____			
Action Taken by SATAX Committee:	Date Approved _____	Amt _____	Denied _____
Notes: _____			

Mail Completed Application To: **Town of Kiawah Island
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455**

Date of application: April 8, 2014 Amount of request: \$452,000

Tourism Related Expenditure Category (see cover page for categories): 4

Name of organization: **Town of Kiawah Island**

Address: **21 Beachwalker Drive
Kiawah Island, SC 29455**

Name and position of person submitting request: **Tumiko Rucker, Town Administrator**

Email address: **trucker@kiawahisland.org**

Telephone # **843-768-9166**

Fax # **843-768-4764**

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 _____ 1988 _____ 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)

Briefly describe your project, and its goals and objectives.

The Town contracts with the Charleston County Sheriff's Office for deputy coverage throughout the year. The demand on deputy hours is heaviest during peak tourist times (May to September) and during holidays or special events to handle the additional influx of tourists. Based on the high concentration of visitors to the Island during this peak season, State Accommodations Tax funding is requested to supplement the contributions from the General Fund at 75% of the annual costs for year round coverage. The other 25% is funded through the Town's General fund.

Since the influx of visitors is derived from tourism, the funding is used to supplement the public safety demands imposed on the community as allowed in Section 4 of the state statutes governing usage of State Accommodations Tax funding. Deputies respond to on island emergencies, special events, crime scenes and enforce traffic laws. The service area includes private homes, roadways, beach, boardwalks, residential areas and public facilities.

The increased presence of Sheriff's Deputies on the Island will provide additional protection to residents, general public, and tourists as well as provide needed traffic control. This increased presence throughout the Island is a deterrent to criminal activity; which has increased in frequency over the past year on or in close proximity to Kiawah.

The funding request for FY2015 is increased due to the annexation of Freshfields Village into the corporate limits of the Town of Kiawah Island. The requested funding covers 24 hour police protection along the Kiawah Island Parkway, behind the gate and inside Freshfields Village.

Date(s) of project.

July 1, 2014 through June 30, 2015

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

By having a sense of safety and security on the Island, residents and tourists will feel comfortable and reassured while vacationing, walking, jogging, shopping or biking on Kiawah. A pleasant experience on Island will encourage return visits to Kiawah in the future and will perpetuate the tourist trade.

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: **Improved and adequate response to emergencies, crime scenes, rental properties and traffic issues; attendance at special events.**

* 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

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 the detailed budget outlining the annual expense for Deputy coverage.

FY2015 Deputy Coverage Budget

Town of Kiawah Island
State Accommodations Tax Funding Application
FY 2014-2015

SALARIES:

<u>Type of Hours</u>	<u>Number of Hours</u>	<u>Rate Per Hour</u>	<u>Budget FY 2014-2015</u>
Regular	17,520	\$ 25.00	\$ 438,000.00 GF/SATAX
Contingency	1,500	\$ 25.00	37,500.00 GF Only
Per Shift Vehicle Fee (2 vehicles)	4,000	\$ 10.00	40,000.00 GF/SATAX
TOTAL SALARIES	23,020	\$ 25.00	\$ 515,500.00

PAYROLL TAXES:

PAYROLL TAXES:	Regular Hours	Contingency Hours	
	GF/SATAX	GF Only	Total
FICA (.067)	\$ 27,156	\$ 2,513	\$ 29,669
Medicare (.0145)	\$ 6,351	\$ 544	\$ 6,895
Unemployment (.0124)	\$ 5,431	\$ 465	\$ 5,896
Workers Comp (.09)	\$ 39,420	\$ 3,375	\$ 42,795
Retirement SCRS (.106)	\$ 46,428	\$ 3,465	\$ 49,893
TOTAL PAYROLL TAXES	\$ 124,786	\$ 10,361	\$ 135,147

TOTAL SALARIES & PR TAXES

Allocation to State ATAX Fund (75%):

Salaries	\$	328,500
FICA	\$	20,367
Medicare	\$	4,763
Unemployment	\$	4,073
Workers Comp	\$	29,565
SCRS	\$	34,821
Additional Vehicle Fee	\$	30,000
Total to SATAX	\$	452,090

Allocation to General Fund (25%):

General Fund (25%):		Contingency:		Total GF:
Salaries	\$ 109,500	\$ 37,500	\$ 147,000	
FICA	\$ 6,789	\$ 2,513	\$ 9,302	
Medicare	\$ 1,588	\$ 544	\$ 2,132	
Unemployment	\$ 1,358	\$ 465	\$ 1,823	
Workers Comp	\$ 9,855	\$ 3,375	\$ 13,230	
SCRS	\$ 11,607	\$ 3,465	\$ 15,072	
Additional Vehicle Fee	\$ 10,000	-	\$ 10,000	
Total to GF	\$ 150,697	\$ 47,861	\$ 198,558	

Grand Total	\$ 650,647
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Is Town support required? If so, describe requirements expected including personnel (i.e. Sheriff's Deputies, Code Enforcement Officers) and the estimated cost of such activities. Is this cost included in this ATAX request?

Town closely monitors the deputy coverage provided to the Island and works closely with the Sheriff's department and will be responsible for monitoring the police protection budget. The Town also coordinates activities of the Deputies with KICA, Resort and all others entities.

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 X No _____ If yes, how many years?
Ongoing as the Town contracts with CCSO for police coverage.

Other Comments. **None**

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ N/A and agree to include the Town of Kiawah Island as a named insured for purposes of 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

Town Administrator
Title

Town of Kiawah Island
Organization

4/8/14
Date

NAME OF EVENT: Satellite Convention & Visitors Bureau/Sheriffs' Office at Freshfields

Application Deadline April 8, 2014

For Office Use Only			
Total Accommodations Tax Funds Requested: \$ _____			
Action Taken by SATAX Committee:	Date Approved _____	Amt _____	Denied _____
Notes: _____			

Mail Completed Application To: **Town of Kiawah Island
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455**

Date of application: April 8, 2014 Amount of request: \$75,000

Tourism Related Expenditure Category (see cover page for categories): 4, 8

Name of organization: **Town of Kiawah Island**

Address: **21 Beachwalker Drive
Kiawah Island, SC 29455**

Name and position of person submitting request: **Tumiko Rucker, Town Administrator**

Email address: **trucker@kiawahisland.org**

Telephone # **843-768-9166**

Fax # **843-768-4764**

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 ☐ 1988 ☐ 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)

Briefly describe your project, and its goals and objectives.

This application is seeking funding to staff a part-time satellite Convention & Visitors Bureau office in a store front in Freshfields. The proposed location is P-101 as outlined on the attached map of the Freshfields Village. The full service office will provide referral services, tickets and promotions to tourists while in Freshfields Village. The office would be shared by the Charleston County Sheriff's Office. The joint public facility would be an added benefit to the village and provide visible security to employees, shoppers, residents and tourists. The office will provide services that will promote "All Things Kiawah." The goals include increased awareness of Kiawah offerings, increased attendance and usage of on island dining, lodging venues and events. Another goal is increased visibility of the police presence and a reduction in reported crimes.

Date(s) of project.

July 1, 2014 through June 30, 2015

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

The project will enhance tourist trade on the island by providing direct promotion and advertisement of the venues, recreational, lodging, special events and dining opportunities available to tourists whose initial contact is via Freshfields Village. It will be utilized to direct guests and provide them with answers to questions about Kiawah and guide them to local attractions during their stay. The convenient location will allow them an opportunity to gain access to these resources without having to be sent to another location, which can be discouraging for tourists as they attempt to plan their activities while on vacation.

Total estimated attendance: 25,000-75000

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: **Number of tourists that visit the CVB office and in Freshfields Village and seek referral services to other island venues, services or events.**

* 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?

The marketing materials will include funding for a kiosk to provide tickets to events, maps, restaurants and events. Funding will also include funding for printed brochures, wire stands and posters.

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 the detailed budget outlining the annual expense for Deputy coverage.

The total cost for this project is approximately \$108,000 per year. The Town is requesting \$75,000 for the project to cover the annual rent and utilities for the space, improvements including carpeting and office equipment and supplies to establish the office. Funding is also requested to partially cover staffing costs for the part-time employee that would staff the office. The balance of the funding for the project would be provided by the Convention and Visitors

Accommodations Tax Funding Application Fiscal Year 2014-2015

Page 3 of 4

Bureau and will mainly cover the employee costs, signage, improvements and promotional materials.

Costs	Amount	Requested
Rent/utilities	\$ 50,000.00	\$ 50,500.00
Staffing	\$ 40,000.00	\$ 15,000.00
Improvements/Equipment/Signage	\$ 7,500.00	\$ 4,500.00
Supplies/Promotional Materials	\$ 10,000.00	\$ 5,000.00
Total	\$ 107,500.00	\$ 75,000.00

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

The office would be staffed with a part time Visitors Bureau employee. Partial funding to cover the staff costs, \$15,000, is covered in this request.

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 X No If yes, how many years?

Continually

Other Comments. None

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ N/A and agree to include the Town of Kiawah Island as a named insured for purposes of 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.

Tumiko Rucker
Signature

Town Administrator _____
Title _____

Town of Kiawah Island

Organization

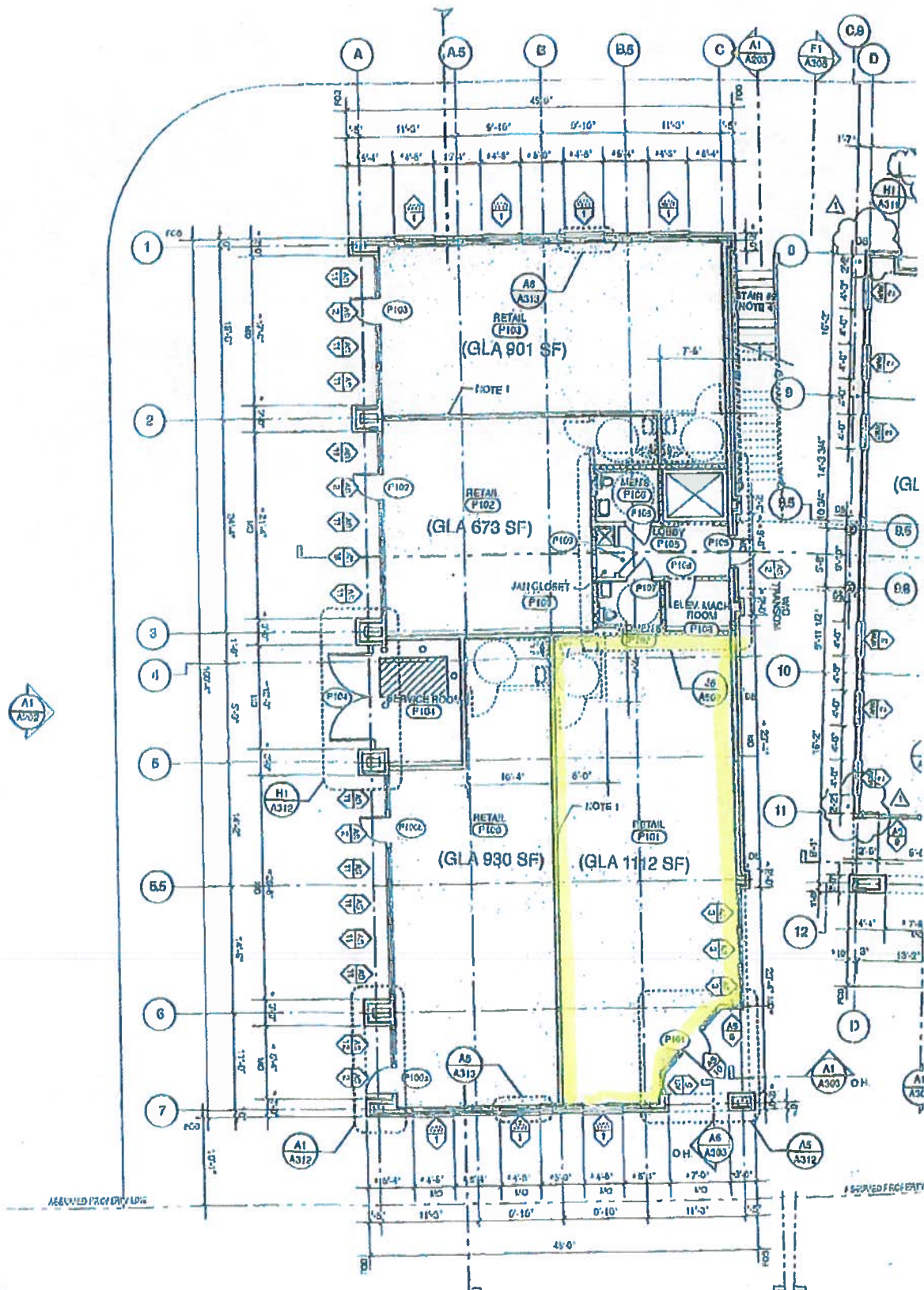
4/8/2014
Date

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MEMBERS AMERICAN INSTITUTE OF ARCHITECTS

100 MIDCOH STREET MT. PLEASANT, SC 29454



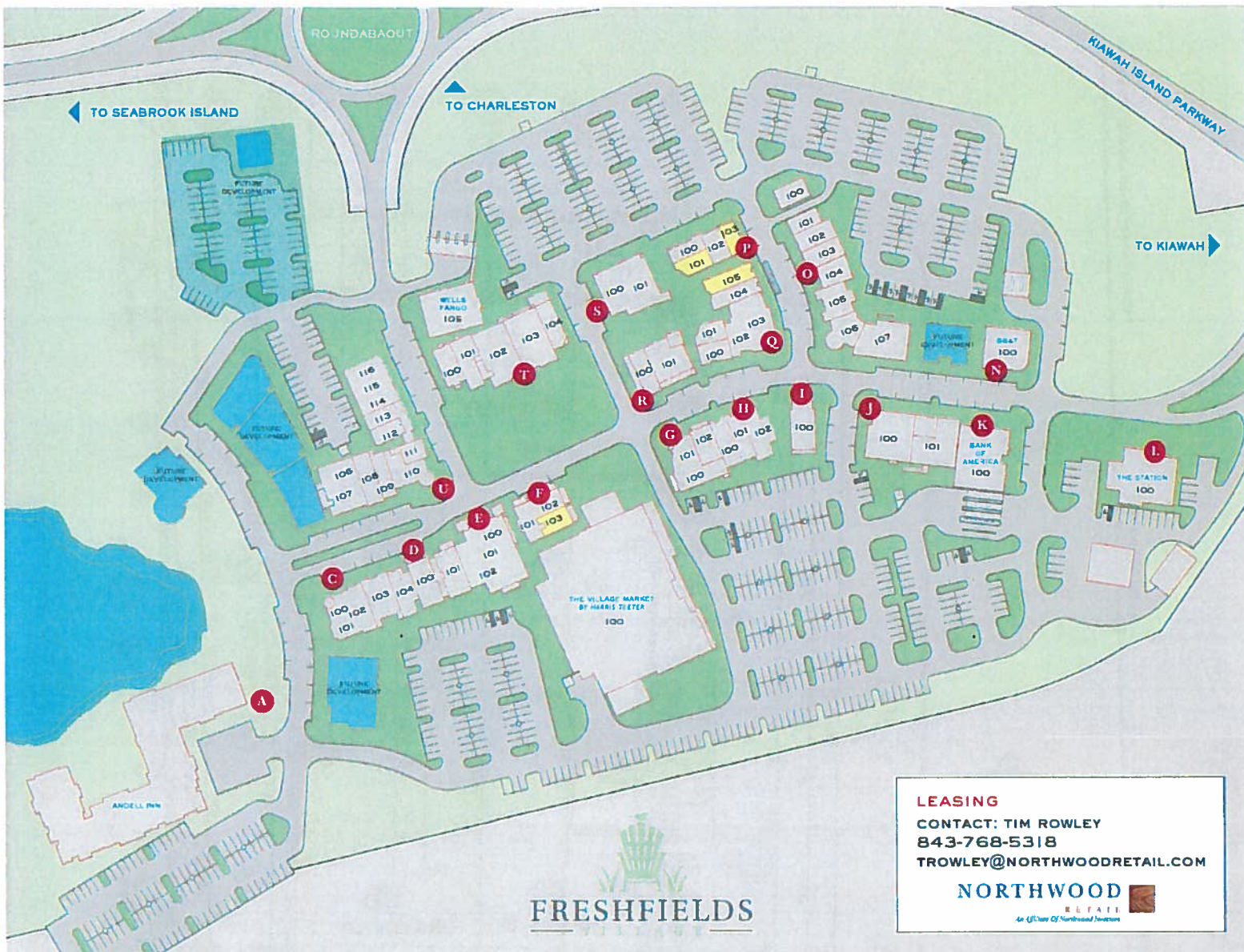
F-1

1/8" = 1'-0"

1ST FLOOR PLAN

THE FOLLOWING SCHEDULE OF DOORS AND FRAMES IS PREPARED AS A SELECTION OF MATERIALS, CONFIGURATIONS, FINISHES, AND DETAILS FOR DOORS, DOOR FRAMES, AND OTHER INTERIOR FRAMES

DOOR NO.	TYPE	WIDTH	HEIGHT	FRAME	FINISH	FINISH	FINISH	FINISH	FINISH
P100	DO	3'-0"	8'-0"	PF1	K/MA102	P/MA102	A/MA102	10/MA102	10/MA102
P101	DO	3'-0"	8'-0"	PF1	K/MA102	P/MA102	A/MA102	10/MA102	10/MA102
P102	DO	3'-0"	8'-0"	PF1	K/MA102	P/MA102	A/MA102	10/MA102	10/MA102



LEASING

CONTACT: TIM ROWLEY

843-768-5318

TROWLEY@NORTHWOODRETAIL.COM

NORTHWOOD

RETAIL
An Affiliates of Northwood Investors

DIRECTORY

BUILDING	SUITE #	TENANT	BUILDING	SUITE #	TENANT
A		Andell Inn	O	107	Kiawah Island Real Estate
C	100, 101, 102	King Street Grille	P	100	Kiawah Partners - HR
C	103	Vacant	P	101	Vacant
C	104	Pink Boulevard	P	102	Kiawah Partners - Legal
D	100	Coastal Footwear	P	103	Vacant
D	101	Palmetto Island - Tommy Bahama	Q	100	Photographics Photography and Art Gallery
D,E	102, 100, 200	Seacoast Sports and Outfitters	Q	101	Derma Medical Spa
F	100	The Village Market by Harris Teeter	Q	102,103	GDC Home
F	101, 102	Carolina Clay Gallery	Q	104	GDC Outdoor Home
F	103	Vacant	Q	105	Vacant
G	100, 101	Carolina Girls	R	100	Java Java
G	102	The Old Rangoon	R	101	Indigo Books
H	100	Aubergine Home Collection	S	100,101	Hege's Bistro
H	101	The Spot	T	100	Wonder Works
H	102	Southern Style Salon	T	101	Kiawah Fine Jewelry
I	100	ResortQuest	T	102	Islands Mercantile
J	100	Vincent's Drugstore and Soda Fountain	T	103	The Resort Shop
J	101	Kiawah Seabrook Medical	T	104	Holly & Brooks
K	100	Bank of America	T	105	Wells Fargo
L	100	The Station	U	106,107	Coastal Palms - Island Apparel
N	100	BB&T	U	108	Village Optical
O	100	Ladies Homemade Soups	U	109	Papaya Island
O	101	The Corner Dry Cleaners	U	110	Marble Slab Creamery
O	102	BC Liquors & Wines	U	111	J. McLaughlin Men
O	103	Village Dentistry	U	112	J. McLaughlin Women
O	104	Beachwalker Rentals	U	113	Management Office
O	105	Post & Computer Center	U	114,115,116	La Tela Pizzeria
O	106	Leggiadro			

NAME OF EVENT: Town of Kiawah Island Landscaping and Water for Landscaping

Application Deadline April 8, 2014 at 12:00 noon.

For Office Use Only

Total Accommodations Tax Funds Requested: \$ _____

Action Taken by SATAX Committee: Date Approved _____ Amt _____ Denied _____

Notes: _____

Mail Completed Application To: **Town of Kiawah Island**
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455

Date of application: 04/08/2014 Amount of request: \$ 68,000

Tourism Related Expenditure Category (see cover page for categories): 3

Name of organization: Town of Kiawah Island

Address: 21 Beachwalker Dr. Kiawah Island, S.C. 29455

Name and position of person submitting request: Ken Gunnells

Email address: kgunnells@kiawahisland.org

Telephone # 843-768-9166 Fax # 843-768-5112

Applicant Category: Government Agency X 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 # _____

 Government 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)

Briefly describe your project, and its goals and objectives.

To provide landscaping for common area roads and island entry.

Date(s) of project

7/1/2014 – 6/30/2015

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

By providing Landscaping for the entrance and other common areas roads, the Town makes the Tourists visits more appealing and visually satisfying

Total estimated attendance: _____ 10,000+ _____

Estimated tourist/visitor dollars to the community: \$ _____ 50,000,000+ _____

Number of tourist/visitors* expected: _____ 10,000+ _____

Number of overnight visitors: _____ 10,000+ _____

Number of room nights expected: _____ 10,000+ _____

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?

For safety under category 3

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 Cost of Landscaping is \$ 90,000

Tourism allocation 75%

Amount Requested \$ 68,000

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?

No

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 ☒X___ No _____ If yes, how many years?

Other Comments.

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ 1,000,000 and agree to include the Town of Kiawah Island as a named insured for purposes of 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

Town Treasurer/CFO

Title

Town of Kiawah Island

Organization

4/8/2014

Date

For Office Use Only	
Total Accommodations Tax Funds Requested: \$ _____	
Action Taken by SATAX Committee:	Date Approved _____ Amt _____ Denied _____
Notes: _____	

Briefly describe your project, and its goals and objectives.

Provide debris free beach to Tourist while on the Beach.

Date(s) of project.

7/1/2014 – 6/30/2015

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

By providing a debris free beach to Tourist on the Beach, this will enhance the visitors enjoyment of the Island.

Total estimated attendance: _____ 10,000+ _____

Estimated tourist/visitor dollars to the community: \$ _____ 50,000,000+ _____

Number of tourist/visitors* expected: _____ 10,000+ _____

Number of overnight visitors: _____ 10,000+ _____

Number of room nights expected: _____ 10,000+ _____

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?

For safety under category 4

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 Cost of Debris removal is \$ 40,000

Tourism allocation 75%

Amount Requested \$ 30,000

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?

No.

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 X No If yes, how many years?

Other Comments.

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ 1,000,000 and agree to include the Town of Kiawah Island as a named insured for purposes of 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

Town Treasurer / CFO
Title

Town of Kiawah Island
Organization

4/8/2014
Date

NAME OF EVENT: Town of Kiawah Island Beach Patrol

Application Deadline April 8, 2014 at 12:00 noon.

For Office Use Only			
Total Accommodations Tax Funds Requested: \$ _____			
Action Taken by SATAX Committee:	Date Approved _____	Amt _____	Denied _____
Notes: _____			

Mail Completed Application To: **Town of Kiawah Island**
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455

Date of application: 04/08/2014 Amount of request: \$ 194,000

Tourism Related Expenditure Category (see cover page for categories): 4

Name of organization: Town of Kiawah Island

Address: 21 Beachwalker Dr. Kiawah Island, S.C. 29455

Name and position of person submitting request: Ken Gunnells

Email address: kgunnells@kiawahisland.org

Telephone # 843-768-9166 Fax # 843-768-5112

Applicant Category: Government Agency X 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 # _____

Government 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)

Briefly describe your project, and its goals and objectives.

Provide Safety to Tourist while on the Beach.

Date(s) of project.

7/1/2014 – 6/30/2015

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

By providing safety to Tourist while on the Beach, this will enhance the visitors enjoyment of the Island. Without safety, Tourist would not come to Kiawah

Total estimated attendance: _____ 10,000+ _____

Estimated tourist/visitor dollars to the community: \$ _____ 50,000,000+ _____

Number of tourist/visitors* expected: _____ 10,000+ _____

Number of overnight visitors: _____ 10,000+ _____

Number of room nights expected: _____ 10,000+ _____

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?

For safety under category 4

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 Cost of Beach Patrol is \$ 258,000

Tourism allocation 75%

Amount Requested \$ 194,000

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?

No

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 X No If yes, how many years?

Other Comments.

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ 1,000,000 and agree to include the Town of Kiawah Island as a named insured for purposes of 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

Town Treasurer/CFO
Title

Town of Kiawah Island
Organization

4/8/2014
Date

NAME OF EVENT: Public Access Events and Holiday Programming

Application Deadline April 8, 2014 at 12:00 noon.

Mail Completed Application To: Town of Kiawah Island
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455

Date of application: April 8th, 2014 **Amount of request:** \$ 420,000

Tourism Related Expenditure Category (see cover page for categories): 1, 2, 4, 8

Name of organization: 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 # 843.768.6022

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) _____ (Required)

Federal Employee Identification Number (FEIN) _____ (Required)

For Office Use Only

Total Accommodations Tax Funds Requested: \$ _____

Action Taken by SATAX Committee: Date Approved _____ Amt _____ Denied _____

Notes:

RECEIVED APR 08 2014

Briefly describe your project, and its goals and objectives.

Many of our potential guests look for a vacation destination where they can slow down their lives and reconnect with their family. The events, concerts, presentations and activities described in this application provide island visitors with 364 days of programming regardless of their family demographics and needs.

Many of our guests choose to vacation on Kiawah for the programming we offer (i.e. holiday fireworks, Easter Special Events, Teen Activities, competitive races, environmental education.) Others come for the beach and golf, but as a result of our unique and diverse programming, Kiawah becomes their family tradition. The Dove Family recently wrote us the following:

We just wanted to take a minute to tell you how much we enjoyed our New Year's Eve at Night Heron. This is about our 10th year, give or take a few, spending the holiday at the Park and we all agreed that it was the best yet. Loved the band, great beach music which had us all "shagging" the night away. Great job all around."
Bob and Linda Dove, Arlington, VA

Tradition is important to us, but with each year we strive to keep our programming fresh and relevant. 2013/2014 fiscal year has been no exception, as we have implemented six new events including the following:

Kiawah Island Golf Resort Triathlon, September 15, 2013 ~ USAT sanctioned intermediate distance competition featuring a .7 mile swim, 25.1 mile bike, and 6.1 mile run.

Polar Bear Plunge, January 1, 2014 ~ More than 100 men, women and children celebrated the New Year by diving into the frigid Atlantic Ocean.

Gagaball: This game combines dodging, striking, running and jumping with the object of hitting opponents with a ball below the knee while avoiding being hit. The Kiawah Gagaball pit is located adjacent to the basketball court at Night Heron, with balls available to borrow inside the Nature Center.

Family Olympics, April 14, 2014 & April 21, 2014 ~ Families will face other families in organized team sports including volleyball, disc golf, team handball, gaga ball and Kan Jam.

GenMove Family Game Show Challenge, April 16, 2014 & April 23, 2014. Family Game Night explodes with this brand new high energy, fast paced challenge; fun for the whole family!

Quidditch Cup- April 19, 2014 ~ A fictional sport from the famous Harry Potter series comes to life for the first time on Kiawah Island. This fast-pace, exciting game is a combination of tag, lacrosse, and basketball.

As we did in 2013/2014, our 2014/2015 **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.** Below is a recap of 2013/2014 and our vision for this upcoming fiscal year.

Holiday Activities and Events

In the Atax fiscal calendar 2013-2014, the Recreation Department conducted 140+ hours of holiday programming, including July 4th, Thanksgiving, Christmas, New Year's, as well as the two weeks that surround the busy Easter/Spring breaks. Island guests enjoy our traditional Patriotic Bike Parade, Annual Easter Egg Hunt and Toss, Firework Displays, Beach Fun Runs, Festivals, Family Game Shows, unique and innovate family sports competitions, and Sand Sculpting Contests. Festivals include family-friendly party bands, games, roving entertainers and jump castles. Each year our holiday festivals and events attract new guests from around the world, many of which return to Kiawah year after year to make these events part of their family tradition. In fact, in the most recent edition of Naturally Kiawah, the Kiawah Conservancy listed the 4th of July Parade in their 'More than 101 things we love about Kiawah'.

New Polar Bear
Plunge ~
January 1, 2014



Summer Family Program

Creatively designed to catch guests' attention; our programs always offer something new. Offering numerous special events each week during the peak season, we provide family events such as Festivals, Movies in the Park, Dive in Pool Movies, Soccer Demonstrations, Volleyball Games, Disc Golf Tournaments, Sunday Sundaes with Rick Hubbard, Family Trivia Nights, Bingo & Floats, and Family Game Shows. Our teen programs include Teen Dances, Laser Tag, 3 on 3 Basketball Tournaments, Pool Parties, Wii Tournaments and Glow-In-The-Dark Parties. The Heron Park Nature Center also 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 and quality programming so guests never need to leave the island. With the additional funding received in 2013/2014 (compared to 2012/2013), we were able to add an additional week of programming to entice summer guests.

Cultural Events

The Summer Concert Series offered on Saturday nights throughout the summer, is held on the grand lawn. Overlooking the ocean, it is a casual family friendly evening of music. Each concert hosts a different regional band. Guests are welcome to bring beach chairs or blankets.

As with all of our summer programming, the goal is to offer programming every night of the week, so guests stay on Kiawah and do not feel as though they need to venture off island for entertainment.

Environmental Outreach and Education

In a recent interview with Nancy Schretter, Managing Editor of Family Travel Network, she remarked that studies indicate nearly 85% of American families search for a vacation with an "educational component." For the past 25+ years the Kiawah Island Nature Program has been providing those teachable moments for all ages.

Over the past year, an effort has been made to improve our existing exhibits, create more live animal exhibits, and increase informational displays. In the past, most of our aquatic tanks have relied on a traditional filtration system requiring a lot of work to clean and maintain. Over the past few months we have moved to a more natural filtration where the water moves through plant life to absorb the nutrients and filter the water. This is a much more sustainable approach, and requires less work in the long run. The large alligator enclosure was sealed with a new floor that does not absorb any water. The new live exhibits include the first outdoor exhibit for our African Spurred Tortoise to have more space and needed sunlight. A new hatching alligator exhibit is in the process of being built. Other informational exhibits include a life size Loggerhead Sea Turtle and Eastern Brown Pelican which have been placed outside so children and adults can compare their sizes to each. An artist has painted inside the nature center creating habitat murals with various species illustrated. Finally, we are in the process of creating more informational signage in the nature center.

The Discovery Series has had several programs throughout the year including Birds of Prey, Jim Sawgrass, and Wildlife Wonders.

In 2014/15 we will continue to improve our existing exhibits and create more informational displays for guests. We plan to explore more ideas for outdoor enclosures to provide the best possible living conditions for our animals. We will use the funding to market Kiawah as a strong birding destination. Discovery Series will continue working closely with the Center for Birds of Prey, as they are a crowd favorite.

Sporting Event

In regards to the Kiawah Island Golf Resort Marathon, Half Marathon and Triathlon, 2014/2015 accommodation tax dollars would be used solely for marketing and law enforcement.

Marketing: In the last 7+ years the 'half marathon race' has been the fastest growing race distance in the country. In that same time period, analysts project there has been a 284% increase in the number of runners that have crossed a half marathon finish line. While the number of runners has increased, the number of races has also grown exponentially. Per Running USA, the number of US half marathons is approximately up to 1,500 in the past few years, and this number does not include small, unsanctioned races. The increase of local races makes it increasingly difficult for "destination races" such as Kiawah Island Golf Resort Marathon & Half Marathon. Through Kiawah Marathon's early history, we relied solely on word of mouth to sell the race and historically sold out 6 weeks after opening registration. Unfortunately, this is no longer the case. In the past 3 years, the Kiawah Marathon has not sold out and we now must market and heavily promote our event to capture our runners. Of the \$21,500 requested for sporting events, \$5,000 would be allocated to marketing these events.

Law Enforcement: In response to the Boston Marathon and other tragic events, we have greatly increased our police presence at the Kiawah Island Marathon and Triathlon. To ensure the safety of our guests, residents and employees, a coordinated effort between law enforcement, fire, medical, race staff and KICA is essential. Of the \$22,000 requested for sporting events, approximately \$15,500 would be allocated to pay for additional law enforcement at the Marathon and Triathlon.

The remaining \$1,500 in Sporting Events would facilitate a national handball tournament, to be held on Kiawah Island October 10 – 13, 2014. GenMoves and Kiawah Island Golf Resort have teamed up to host the 2014 National GenMoves Team Handball Championship. With more than 40 teams coming from all over the United States (the majority coming from the Midwest states of Illinois, Indiana and Wisconsin) there will be over 400 players plus additional family members and spectators. Similar to our 'Get Fit Festival' held before the 2013 Kiawah Island Golf Resort Triathlon, activities will encourage participants to book accommodations on Kiawah, in efforts to maximize room nights associated with the event

Additional information:

Based on the zip codes inputted during official marathon registration through Marathonguide.com, we know that 81.1% of our registrants live more than 50 miles from Kiawah.

Recent accolades

January 2014: Men's Fitness Online recommended the Kiawah Triathlon as one of Men's Fitness Top Ten Triathlons Worth Training For.

<http://www.mensfitness.com/training/endurance/ten-triathlons-worth-training-for/slide/9>

January 2014: Daily Burn listed the Kiawah Island Golf Resort Half Marathon as one of "The 50 Best Half-Marathons in the U.S." <http://dailyburn.com/life/fitness/best-half-marathons/>

As required, all Accommodations Tax programming and events are open to the public. Details of each event will be made available to all Kiawah rental agencies 4 to 12 months in advance, to ensure they will have adequate time to use these events to promote their room nights.

Date(s) of project. July 1, 2014 through June 30, 2015, with the exception of December 25, Christmas day. See attached spreadsheet for details.

Total estimated attendance: 39,320

Estimated tourist/visitor dollars to the community: \$23 million

Number of tourist/visitors* expected: 31,849 Based on information acquired at 2013/2014 accommodation tax events, we know at least 81% of our attendees are tourists renting their overnight accommodations on Kiawah Island.

Number of overnight visitors: 31,849

Number of room nights expected: 58,669 (1.9 guests per room, average length of stay is 3.5 nights.)

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

A marketing plan is in place for each event listed within this application. However for the majority of events, funds for marketing are included in the Resort's contribution (i.e. travel writers, seasonal activity guide, website promotions, social media, radio spots). The Kiawah Triathlon and the Kiawah Marathon are the two large events where a portion of the requested funds will be used for marketing and promotion.

The target audience for both the Marathon and Triathlon is a national audience, comprised of runners and triathletes 30 to 50 years old with a household income of \$100,000+.

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)

See attached spreadsheet.

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 and firemen are included in this proposal.

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 through the Resort contribution.

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

Funding will be requested on a continual basis for all events.

Other Comments.

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$1 million and agree to include the Town of Kiawah Island as a named insured for purposes of 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.

Elisabeth King
Signature

Director of Outdoor Programs
Title

Kiawah Island Golf Resort
Organization

4.8.14
Date

	2013-2014		2014-2015		Report Contribution (Breakdown in subsequent columns)	Resort Contribution Breakdown ~		Resort Contribution Breakdown ~		Resort Contribution Breakdown ~		Resort Contribution Breakdown ~	
	Atax		Requested			Accommodations for performers		Marketing		Payroll		Controllables	
	received	Atax											
New Years Eve/ Day Programming & Fireworks	\$36,500		\$39,000		\$13,387	\$1,965	\$713	\$5,856					\$4,854
Easter Activities (31 events)	\$45,000		\$45,000		\$17,562	\$9,130	\$1,088	\$894					\$6,450
Night Heron Summer Special Events (96 events)	\$165,000		\$165,000		\$41,403	\$10,500	\$4,125	\$2,688					\$24,090
Teen Evening Activities (72 programs)	\$13,500		\$10,000		\$2,074	\$0	\$250	\$364					\$1,460
Dive-in Movie Weekly (13 showings)	\$3,000		\$3,000		\$3,790	\$0	\$60	\$3,640					\$90
Summer Concert Series (13 shows)	\$39,000		\$36,000		\$7,000	\$0	\$720	\$5,200					\$1,080
July 4th Weekend Public Events	\$57,000		\$59,500		\$16,262	\$2,690	\$1,225	\$4,500					\$7,847
Thanksgiving Week Public Events (9 events)	\$10,000		\$11,500		\$3,294	\$1,075	\$288	\$252					\$1,679
Christmas (5 events)	\$6,000		\$4,000		\$15,200	\$0	\$80	\$15,000					\$120
Sporting Events: Triathlon, Marathon, Handball Tourney	\$20,000		\$22,000		\$286,492	\$10,730	\$550	\$70,000				\$202,000	\$3,212
Discovery Series (14 presentations)	\$5,000		\$7,000		\$7,553	\$5,600	\$175	\$756					\$1,022
Nature Center Displays & Environmental Pres.	\$20,000		\$18,000		\$218,043	\$0	\$450	\$179,643				\$35,322	\$2,628
Totals	\$420,000		\$420,000		\$632,059	\$41,690	\$9,723	\$288,793				\$237,322	\$54,532

Tentative Programming proposed for Public Access Events and Holiday Programming

Programs	Dates	Description	Anticipated attendance	2013/2014 Attendance	Tourist data
Holiday Activities and Events					
Laser Battle & Hydro Battle	June 29 th 12pm - 4pm Night Heron Park	Laser battle is a cross between laser tag and paint ball.	200	175	Sample Survey
Sand Sculpting Contest	July 4 th 11am -12:30pm Sanctuary Bdwk	Create a "Sandtastic" Sand Sculpture at this annual event! This year's themes will be "Most Patriotic" and "Most Creative."	150	103	Team members info listed on score card
Summer Quidditch Cup	June 29 th 4pm-5:30pm Night Heron Park	A fictional sport from the World of Wizards and Witches has become a world-wide Recreation Sensation. Come experience Kiawah's very first Quidditch Cup where players will compete in this fast and exciting version of "Muggle Quidditch." Recommended for ages 10+.	125	New event for 2014/2015	Sign in Sheet
GenMove Family Beach Party	July 4 th 3pm- 4pm	Come out and join GenMove for this family oriented party with all sorts of games, challenges and much more!	150	New event for 2014/2015	Sample Survey
The Annual Patriotic Bike Parade!	July 4 th decorating begins at 4:30pm Parade starts 5:15pm Sea Forest Drive	Patriots of all ages are encouraged to join in the parade on bikes, skates, scooters or by foot. Parade decorations will be available at 4:30pm on Sea Forest Drive near the East Beach Village. The Kiawah Island Fire Department will lead the parade followed by Uncle Sam and Betsy Ross.	2000	1500	Sample Survey
Independence Festival in the Park and Fireworks	July 4 th 5:30pm -9:30pm Night Heron Park	Let the fun begin! The festival will kick off in Night Heron Park following the bike parade. Enjoy beach music from the Headliners and various attractions for family and friends to enjoy! Festivities include: tye-dye, face painting, children's train carnival games and much more!	500 additional to parade	500 additional to parade	Raffle with prizes
Independence Day Fireworks	9:40pm at Sanctuary Beach		2000	525 at hotel 2000+ on beach	Sample Survey No head count on beach.
Teen Night: Independence DANCE	July 4 th 9:30pm - 11pm Night Heron Park	Put your hands in the air! There's no better way to celebrate the holiday than to have a dance. Get on the floor while our DJ plays your favorite songs.	150	80	Sign in Sheet

4th of July

Thanksgiving Week Public Events

Turkey Trot	Thanksgiving Day	Rise & shine for our annual fun run/walk on the beach!	900	769	Release Form
Family Sand Sculpting	Thanksgiving Day	Categories include best theme, best holiday theme, most creative and nature.	125	82	Team members info listed on score card
Fall Festival	Thanksgiving Day	Join the Fall family festival with entertainment in Night Heron Park! A bluegrass band will be pick'in away so stomp your feet then head on out to the park for a kick'in good time! Favorite crowd attractions include an inflatable jump castle and crazy train.	400	400	Sample Survey
Teen Night: Extreme Laser Tag	Thursday November 27 th Night Heron Park	Come ready to dodge and shoot while mixing it up with other teens on the island!	75	55	Sign in Sheet
Fall Quidditch Cup	Wednesday November 26 th Night Heron Park	A fictional sport from the World of Wizards and Witches has become a world-wide recreation sensation. Come experience Kiawah's very first Fall Quidditch Cup where players will compete in this fast and exciting version of "Muggle Quidditch." Recommended for ages 10+.	75	New event for 2014/2015	Release Form
1 st annual Kiawah Island Turkey Shootout	Wednesday November 26 th Night Heron Park	Come try your hand at our archery launcher and targets in a chance to hit the bulls eye and win some fun thanksgiving related prizes!	50	New event for 2014/2015	Sign in Sheet
Teen Night: 3 on 3 Basketball	Friday November 28 th Night Heron Park	Ballin! This single elimination tournament is your chance to show off your baller skills. Teams will be divided into age brackets: 13-15 & 16-18. Winning teams will receive a prize. Meet at the Night Heron Park basketball court.	60	50	Sample Survey
Youth: 3 on 3 Basketball	Friday November 28 th Night Heron Park	Drive the paint! Come solo or with a team to make some friends. Teams will be divided into age brackets. 7-9 & 10-12. Winning teams of the single elimination tournament will receive a prize.	50	40	Sample Survey
Youth and Teen Pumpkin Hockey	Saturday November 29 th Night Heron Park	He shoots, he scores! This game of hockey is one you've never seen! Come to Night Heron Park for a round of hockey. Admission is complimentary.	30	20	Sign in Sheet

Christmas		New Years Eve/Day			
Tree Lighting Ceremony	Friday of Thanksgiving week 5pm	Join us as we "Deck the Halls" of The Sanctuary for the holiday season. Our holiday staff will be busy assembling our Grand Lobby Christmas tree as well as decorating our mantels and grand staircases. Be there as The Sanctuary is transformed into a magical holiday mansion.	400	400	Head Count
Santa's Lowcountry Arrival	Saturday of Thanksgiving week	Come witness as Santa and Mrs. Claus make their grand arrival on Kiawah Island. Kids of all ages are welcome to visit with Santa as parents get the opportunity for a picturesque holiday card. After visiting with Santa, join Mrs. Claus for afternoon cookie decorating. Sweet treats and holiday creations will be available during the activities.	250	168	Sign in Sheet
Cookie Decorating	Saturdays in December	Kids of all ages are welcomed to come and decorate their favorite holiday creations!	100	93	Sample Survey
Gen Move Family Game Show Challenge	Tuesday December 30 th	The entire family will enjoy the high energy, fast paced GenMove Family Game Show Challenge in Night Heron Park! Contestants will participate in various multidimensional sport skill contests and games that will test teamwork, coordination and fun factor. Interspersed throughout the game show are "Jeopardy" style trivia questions that provide opportunities for extra points and test your knowledge on an array of topics such as pop culture, sports, music and much more.	100	New event for 2014/2015	Sample Survey
New Year's Family Celebration	Dec. 31 5:30pm - 10pm Night Heron Park	Ring in the new year with friends and family featuring live entertainment and fireworks at Night Heron Park. Activities include train rides, jump castles & party favors for all. The firework finale begins at 10pm from the Night Heron Park soccer field! The evening is full of entertainment suitable for families and groups of all ages.	900	800	Sample Survey
New Year's Eve Fireworks	Midnight~ Front Beach		400	450	Sample Survey
5k Fun Run	New Year's Day 11am	Start off the New Year with a 5k run on Kiawah's beautiful beach. Once you cross the finish line, get ready to join the polar bear plunge!	200	New event for 2014/2015	Release Form
Polar Bear Plunge	New Year's Day 11:30am	Plunge into the New Year at Kiawah Island Golf Resort's Polar Bear Plunge on January 1st. Come and celebrate new beginnings with us as we gather on Kiawah's beach just in front of the Hotel to plunge into the Atlantic.	150	200	Release Form

Easter

4 th Annual Kiawah Island Open	Saturday before Easter 10am - 12pm Night Heron Park	Ready to take your disc golf skills to the next level on the newest form of golf here on the island? Head on over to the Disc Golf Course at Night Heron Park and test your skills against players of all ages. Prizes awarded.	50	projected 50	Sample Survey
Quidditch Cup	Saturday before Easter 1pm - 3pm Night Heron Park	A fictional sport from the World of Wizards and Witches has become a world-wide recreation sensation. Come experience a Kiawah Quidditch Cup where players will compete in this fast and exciting version of "Muggle Quidditch." Recommended for ages 10+.	125	New event for 2014/2015	Release Form
EGGstravagant Easter Festival	Saturday before Easter 5:30pm - 8pm Night Heron Park	Come celebrate the holiday weekend by kicking back and enjoying live entertainment as the sun sets on Night Heron Park. The evening is filled with family activities including jump castles, a train ride, Southern lawn games, roving entertainment and family crafts.	650	Projected 650	Sample Survey
Easter Egg Hunt & Toss	Easter Sunday 10am Night Heron Park	Bring the whole family to Night Heron Park for our annual Easter Egg Hunt & Toss. The Easter Bunny will be available for photos beginning at 9:30am.	1300	Projected 1300	Sample Survey
Sand Sculpting Contest	Easter Sunday	Meet our staff at The Sanctuary beach access for a sandy competition! Prizes awarded for the most creative and best Easter themed sand sculptures!	100	Projected 100	Team members info listed on score card
Easter Sunday Sundaes with Rick Hubbard	Easter Sunday	Our fan favorite Rick Hubbard & the famous kazoo band will perform on the Heron Park stage.	450	Projected 450	Sample Survey
Soccer Demo & Fun Games With Temoc Suarez	Monday before and after Easter	20 minute "Professional Soccer Demonstration" followed by fun games under the direction of Suarez Soccer School featuring Olympic athlete Temoc Suarez. Temoc Suarez will be demonstrating the world-class skills that landed him on the 1996 Olympic team and 3 years of Major League Soccer. Come join the fun and play with professional soccer players immediately following the demonstration.	150	Projected 150	Sample Survey
Family Olympics	Monday before and after Easter	Join us in Night Heron Park to compete against other families in the different sports we offer. Try your hand at volleyball, disc golf, team handball, and gaga ball all while enjoying some quality bonding time with your family. Overall winners get their pick of great Kiawah logo prizes!	100	New event for 2014/2015	Sample Survey
Bingo & Floats	Tuesdays before and after Easter	Join us for this traditional family game.	175	Projected 175	Sample Survey

The Big Game Show	Tuesdays before and after Easter	Ever wish you were a contestant on Family Feud, Jeopardy or Who Wants to be a Millionaire? Do you and your family try to guess the answers when you watch game shows at home? Check out The Big Game Show, specializing in hosting live game shows that will create great memories you'll be talking about for years to come. You won't just be part of the audience you may be a contestant! The show is fast-paced and high-energy.	240	Projected 240	Sample Survey
Scenic Cinema	Tuesdays before and after Easter	Bring your blankets and chairs and join us on the Night Heron Park lawn for a one of a kind outdoor movie experience. We will be showing a double feature on our inflatable movie screen.	100	Projected 100	Head count. Too dark to survey
Tricky Trivia	Wednesdays before and after Easter	Gather for an evening of family friendly competition. Prizes awarded to the winning teams.	100	Projected 100	Sample Survey
GenMove Family Game Show Challenge	Wednesdays before and after Easter	The entire family will enjoy the high energy, fast paced GenMove Family Game Show Challenge in Night Heron Park! Contestants will participate in various multidimensional sport skill contests and games that will test teamwork, coordination, and fun factor. Interspersed throughout the game show are "Jeopardy" style trivia questions that provide opportunities for extra points and test your knowledge on an array of topics such as pop culture, sports, music and more.	180	New event for 2014/2015	Sample Survey
Teen night Pool Party	Easter Sunday	Come to the Night Heron Family Pool for a teens only pool party! Join us for music, fun games, and relaxing in the pool.	50	Projected 50	Sign in Sheet
Teen night Extreme Laser Tag	Monday's Before and after Easter	Come ready to dodge and shoot while mixing it up with other teens on the island!	130	Projected 130	Sign in Sheet
Teen Night: Sports Night	Wednesdays before and after Easter	Come on over to the Night Heron Park volleyball court for a game of glow in the dark volleyball and capture the flag!	110	Projected 110	Sign in Sheet
Teen Night: 3 on 3 Basketball	Thursdays before and after Easter	Ballin! This single elimination tournament is your chance to show off your baller skills. Teams will be divided into age brackets: 13-15 & 16-18. Winning teams will receive a prize.	150	Projected 150	Sign in Sheet
Youth: 3 on 3 Basketball	Thursdays before and after Easter	Drive the paint! Come solo or with a team to make some friends. Teams will be divided into age brackets. 7-9 & 10-12. Winning teams of the single elimination tournament will receive a prize.	100	Projected 100	Sign in Sheet
Teen Night: Club Kiawah!	Fridays before and after Easter	There's no better way to celebrate the weekend than to have a dance party. Come out to dance and mingle with old and new friends alike.	120	Projected 120	Sign in Sheet

Summer Programming						
Sunday Sundaes with Rick Hubbard	Sundays June 8-August 24 6pm - 8pm Night Heron Park	Our fan favorite Rick Hubbard and famous kazoo band will perform on the Night Heron park stage.	2500	1518 actual (1 cancelled for rain) 81% tourists June 2014: 500 projected	Sample Survey	
Soccer Demo & Fun Games With Temoc Suarez	Mondays June 9-August 25 5:30pm - 6:30pm	20 minute "Professional Soccer Demonstration" followed by fun games under the direction of Suarez Soccer School featuring Olympic athlete Temoc Suarez. Temoc Suarez will be demonstrating the world-class skills that landed him on the 1996 Olympic team and 3 years of Major League Soccer. Come join the fun and play with professional soccer players immediately following the demonstration	850	533 actual (1 cancelled for rain) June 2014:300 projected	Sample Survey	
Bingo & Floats	Tuesdays June 10-Aug. 26 6:30pm - 7:15pm	Join us for this traditional family game.	1000	605 actual 80% tourists June 2014: 250 projected	Sample Survey	
The Big Game Show	Tuesdays June 10-Aug. 26 7:15pm - 8:15pm Night Heron Park Pavilion	Ever wish you were a contestant on Family Feud, Jeopardy, or Who Wants to be a Millionaire? Do you and your family try to guess the answers when you watch game shows at home? Check out The Big Game Show; specializing in hosting live game shows that will create great memories you'll be talking about for years to come. You won't just be part of the audience, you may be a contestant! The show is fast-paced and high-energy. It's a blast for all ages!	1050	697 actual June 2014: 350 projected	Sample Survey	
Scenic Cinema	Tuesdays June 10-Aug. 26 8:30pm Night Heron Park	Bring your blankets and chairs and join us on the Night Heron Park lawn for a one of a kind outdoor movie experience. We will be showing a family friendly feature on our inflatable movie screen.	500	311 actual June 2014:150 projected	Head count. Too dark to survey	
Kiawah Sundown Festival	Wednesdays June 11-Aug. 27 6pm - 8:30pm Night Heron Park	Stop on by Kiawah Island's Sundown Festival while the sun sets in Night Heron Park. Live band, southern lawn games, inflatables and train rides available throughout the evening. Stop by the pavilion to make a craft. Night Heron Grill will be open extended hours throughout the event.	4500	3241 actual June 2014:1200 projected	Sample Survey	

Sample Survey

Sample Survey

Sample Survey

Sample Survey

Head count.
Too dark to
survey

Sample Survey

GenMove Family Game Show Challenge	Thursdays June 12–Aug. 28 7pm–8pm Night Heron Park Stage	The entire family will enjoy the high energy, fast-paced GenMove Family Game Show Challenge in Night Heron Park! Contestants will participate in various multidimensional sport skill contests and games that will test teamwork, coordination and fun factor. Interspersed throughout the game are “Jeopardy” style trivia questions that provide opportunities for extra points and test your knowledge on an array of topics such as pop culture sports music and more.	1000	New event for 2014/2015	Sample Survey
Dive In Movie	Thursdays May 29–Aug. 28 8:30pm Sanctuary Pool	All families are welcome to float around The Sanctuary pool while watching a family favorite movie. Whether you swim or lounge you won't be able to miss the show on our inflatable movie screen. (Not shown on Thursday July 3).	1500	400 actual (3 cancelled: rain (2), & other event May/ June '14: 600 projected	Sample Survey
Teen Night: 3 on 3 Basketball	Weekly June 8 – Aug. 29 Night Heron Park	Ballin! This single elimination tournament is your chance to show off your baller skills. Teams will be divided into age brackets: 13-15 & 16-18. Winning teams will receive a prize. Meet at the Night Heron Park basketball court.	700	386 actual (1 canceled for rain). June 2014: 200 projected	Sign in Sheet
Teen Night: Club Kiawah!	Weekly June 8 – Aug. 29 Night Heron Park	There's no better way to celebrate the weekend than to have a dance party. Come out to dance and mingle with old and new friends alike. Meet at the Night Heron Pavilion.	700	459 actual. (1 canceled for rain). June 2014:200 projected	Sign in Sheet
Teen Night: Extreme Laser Tag	Weekly June 8 – Aug. 29 Night Heron Park	Come ready to dodge and shoot while mixing it up with other teens on the island! Meet in front of the Night Heron Park stage.	700	358 actual (1 canceled for rain). June 2014: 200 projected	Sign in Sheet
Teen Night: Pool Party	Weekly June 8 – Aug. 29 Night Heron Park	Teens Only! Pool Party! Play games and make new friends while enjoying our pool at the Night Heron Park family pool.	500	236 actual (2 canceled for rain). June 2014: 150 projected	Sign in Sheet
Teen Night: Sports Night	Weekly June 8 – Aug. 29 Night Heron Park	Come on over to the Night Heron Park volleyball court for a game of glow in the dark volleyball and capture the flag!	700	434 actual (1 canceled for rain). June 2014: 200 projected	Sign in Sheet
Youth: 3 on 3 Basketball	Weekly June 8 – Aug. 29 Night Heron Park	Drive the paint! Come solo or with a team to make some friends. Teams will be divided into age brackets. 7-9 & 10-12. Winning teams of the single elimination tournament will receive a prize. Meet at the Night Heron Park basketball court.	300	167 actual (1 canceled for rain). June 2014: 100 projected	Sign in Sheet
Teen Programming					

Cultural Events

Summer Concert Series	Saturday Nights throughout the summer 5pm - 8pm	The Summer Concert Series is a family friendly evening of music held Saturday evenings on The Grand Lawn of The Sanctuary. Each concert will host a different regional band	800	500 actual. June 2014: 250 projected	Sample Survey
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Environmental Outreach

SC Aquarium & Birds of Prey	July 3 rd 6pm - 8pm Night Heron Park	Birds of Prey will start off the night with live raptor species and exciting flight demonstrations. The Aquarium will follow with a variety of artifacts and a touch tank for some hands-on experience.	300	275	Sample Survey
Center for Birds of Prey	Thanksgiving Wk Night Heron Park	Center for Birds of Prey will be presenting educational programs featuring wild birds of prey in free flight demonstrations.	150	130	Sample Survey
Center for Birds of Prey	Easter Week Night Heron Park	Same as above.	150	2014 Projected: 150	Sample Survey
Discovery Series	July and August 2014 June 2015	11 presentations. Formal presentation by Southeastern Biologist or Naturalist	1650	1600	Sample Survey

Sporting Events

Kiawah Island Golf Resort Triathlon	Sunday September 21 7:30am start	Tri-Kiawah is a USA Triathlon sanctioned intermediate distance competition featuring a .7-mile swim, 25.1-mile bike, and 6.1-mile run. Currently the only intermediate distance triathlon in the Charleston area to feature an ocean swim. The competition kicks off with the .7-mile point-to-point swim in the ocean. The bike and run portions of the race take athletes along the scenic marshland maritime forest.	450 athletes 500 spectators	414 athletes 500 spectators	Registration Required
National Handball Tournament	October 10 th -13 th 2014	GenMove and KIGR have teamed up to host the 2014 National GenMove Team Handball Championship, with 40+ teams coming from all over the US (the majority coming from the Midwest states: Illinois, Indiana & Wisconsin.) Friday will be the kick off welcome party at NH Park with a band & games. The games will kick off on Saturday with the championship being played on Sunday. All of the games will be played on the soccer fields at Night Heron Park.	400	New event for 2014/2015	Registration Required
Marathon	Saturday December 13 2014	Now entering its 37th year, the Marathon starts and finishes in beautiful East Beach Village. Along the way, you'll enjoy spectacular views of maritime forests, marshes, and grand homes, as you run throughout the Island community.	4500	3508 runners 700 spectators	Registration Required

NAME OF EVENT: Kiawah Island Guest Guide and Island Map formerly known as The Wildside Guest Pocket Guide

For Office Use Only			
Total Accommodations Tax Funds Requested: \$ _____			
Action Taken by SATAX Committee:	Date Approved _____	Amt _____	Denied _____
Notes: _____			

Application Deadline April 8, 2014 at 12:00 noon.

**Mail Completed Application To: Town of Kiawah Island
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455**

Date of application: April 4, 2014 Amount of request: \$15,376.84

Tourism Related Expenditure Category (see cover page for categories):
Category # 8 Operating Visitor Information Centers ~~7#~~ **WA.**

Name of organization: Kiawah Island Community Association, Inc. & Kiawah Island Natural Habitat Conservancy, Inc.

Address: KICA 23 Beachwalker Drive, Kiawah Island South Carolina 29455
KINHC 80 Kestrel Court, Kiawah Island, South Carolina 29455

Name and position of person submitting request: Jimmy Bailey, KICA Chief Operating Officer

Email address: jimmy.bailey@kica.us

Telephone # (843)768-9194 Fax # (843)302-0592

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 (**Attached**)

KICA -	July 2010
KINHC	February 2002

Federal Employee Identification Number (FEIN) (Required)

KICA	57-0713010
KINHC	58-2359979

Briefly describe your project, and its goals and objectives.

1. Promotion and awareness of the rules most relevant to short-term guests, to include KICA regulations and Town ordinances. The purpose is to enhance adherence of regulations by short-term guests and reduce the impact of their visits.
2. Education and awareness of the island's native wildlife and habitat.
3. The map will assist tourists in locating their destinations, as well as areas geared to tourist activities, which will hopefully alleviate lost tourists in residential areas.

Date(s) of project.

Distribution of maps to visitors as they enter the main gate throughout the year.

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

The Guest Guide Map is designed to provide tourists, renters and members' guests with educational information about preservation of the island's native flora and fauna, guest area locations, bike trains, and scenic habitat and wildlife viewing locations.

The presence of tourists, renters, members' guests and other day visitors on Kiawah Island can cause concern for property owners, as visitors may unknowingly violate the rules that were made to help preserve the unique qualities of the island. In order to ensure awareness of, and thus adherence to the rules, we need to promote them, education our visitors to the island. The Guest Guide Map effectively provides an easy-to-use map of the island, which indicates tourist attractions along with private, members-only facilities, in order to assist our visitors during their stay on Kiawah Island.

The Guest Guide Map was completely redesigned in 2009 by recommendation of the ATAX Committee, in order to combine the guides previously utilized by KICA and the Conservancy, into one guide and map. Updates were made in 2012 to include boardwalk identifiers and new developments. Updates will be required in 2014 to include new developments, The Pointe, Riverview and Ocean Park.

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:

In 2013 January thru December, Kiawah Island issued the following:

One Day Passes	67,476
Renter Passes	29,376
Renter Guest Passes	3,585
Special Event Passes	17,451
Property Owner/Guest Passes	38,453

* 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

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)

Amount requested is \$15,376.84 in order to cover the layout and printing expenses associated with the printing of 15,000 guest guides. There are no other funding sources for this project. (Quote attached)

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?

One of the purposes of the Guest Guide Map is to inform visitors of pertinent regulations, which hopefully will assist Code Enforcement Offices with the education aspect of short-time visitors to the island.

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

KICA Security will distribute the Guest Guide Maps to visitors as they arrive at the main gate and KICA Security will absorb the labor costs.

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

As needed.

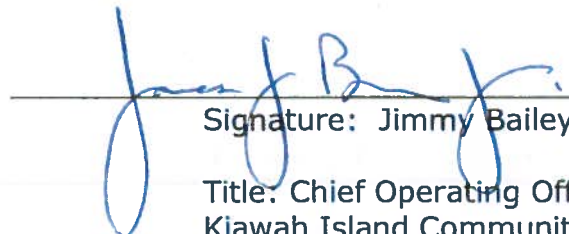
Other Comments. n/a

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of a minimum of one million dollars and agree to include the Town of Kiawah Island as a named insured for purposes of 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: Jimmy Bailey
Title: Chief Operating Officer
Kiawah Island Community Association
April 4th, 2014

Additional information as requested:

NAME OF EVENT: _2013 The Wildside Guest Pocket Guide

The request for reimbursement for this ATAX approved project will be submitted in May of 2014.

\$12,534 Total Funding amount of program/project

\$12,534 Amount of funding from SATAX the Town provided.

May 2014 Date of program/project

There were no differences between what we originally said were the "enhancements to the visitors and tourist trade on Kiawah" and what was actually realized.

Total actual Attendance for 2013

One Day Passes	67,476
Renter Passes	29,376
Renter Guest Passes	3,585
Special Event Passes	17,451
Property Owner/Guest Passes	38,453

Not determined - Total visitor (over 50 miles away) attendance

Please describe how this program/project met the Tourism Related Expenditure Category you selected on your 2013-2014 application.

The Wildlife Pocket Guest Guide is distributed to visitors that arrive at the main gate. This is often their first visit to Kiawah and most are unaware of the wildlife and the rules and regulations on the island. The Wildlife Pocket Guest Guide attempts to address a number of these issues and potentially reduces the frequency of KICA security calls, Town enforcement calls and the impact on the nature/wildlife on Kiawah Island.

Please describe the method by which you gathered your count information and evaluated the benefits of the program/project.

Pass count information was collected by the KICA Security at the main gate from passes issued.

The benefits were evaluated based on the number of visitor requests made to KICA security for additional maps. We assume that the Guest Pocket Guide also reduced the number of calls to both Security and the Town of Kiawah but we are unable to quantify this assumption. It is a known fact that education as to the rules and regulations on the Island does reduce the number of violations and that visitors to the Island do want to do the "right thing". By educating visitors as to the island wildlife and the rules and regulations we are assisting our guests to do the "right thing" without a visit for security.

The Printing Group, Inc.
P. O. Box 80547
Charleston SC 29416

Quotation 7423

04/03/14

Maggie Hawkins
Town Of Kiawah Island
Attn: Accounts Payable
21 Beachwalker Drive
Kiawah SC 29455

Ship To:

< Same as Bill To >

Pickup

Acct.No	Ordered By	Phone	Fax	P.O. No	Prepared By	Sales Rep
155	Maqqie Hawkins	768-9194	768-5112		Alicia	Marc
Quantity	Description					Price
	Thank you for the opportunity to quote on this project. Upon order placement payment is required. Two proofs are included, additional are \$25.00 each. Any further questions, please feel free to contact us.					
	Customer Service					
15000	Kiawah Island Guest Guide and Island Map 4/4 10" x 45" flat- prints on 80lb. gloss and accordian folds to 10" x 4.5 Graphics Set-up Buyouts Kiawah Maps					13912.20
15000	Storage and Fulfillment					No Charge
5	Graphic Design and Changes Graphics By Hour Design					260.00
Terms		Subtotal	Shipping	Postage	Tax	Total
Net 10 Days		14172.20	0.00	0.00	1204.64	15376.84

Thank you for your business.

The Printing Group, Inc. • P. O. Box 80547 • Charleston SC 29416 • (843) 556-7081

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

JUL 08 2010

KIAWAH ISLAND COMMUNITY ASSOCIATION
INC
23 BEACHWALKER DRIVE
KIAWAH ISLAND, SC 29455

Employer Identification Number:
57-0713010

DLN:

209266008

Contact Person:

APRIL D GARRETT

ID# 31493

Contact Telephone Number:

(877) 829-5500

Accounting Period Ending:

December 31

Form 990 Required:

Yes

Effective Date of Exemption:

February 19, 1976

Contribution Deductibility:

No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax-exempt status we have determined that you are exempt from Federal income tax under section 501(c)(4) of the Internal Revenue Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Please see enclosed Publication 4221-NC, Compliance Guide for Tax-Exempt Organizations (Other than 501(c)(3) Public Charities and Private Foundations), for some helpful information about your responsibilities as an exempt organization.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosure: Publication 4221-NC

Letter 948 (DO/CG)

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 21 2002

KIAWAH ISLAND NATURAL HABITAT
CONSERVANCY INC
23 BEACHWALKER DR
KIAWAH ISLAND, SC 29455

Employer Identification Number:
58-2359979

DLN:

17053068784032

Contact Person:

FELICIA JOHNSON

ID# 31287

Contact Telephone Number:

(877) 829-5500

Our Letter Dated:

February 2002

Addendum Applies:

No



Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.


Letter 1050 (DO/CG)

KIAWAH ISLAND NATURAL HABITAT

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Steven T. Miller
Director, Exempt Organizations

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 Thursday, April 17, 2014 at 2:00 p.m. to consider new applications for funding for fiscal year 2014-2015. The meeting will be held at the Municipal Center located at 21 Beachwalker Drive, Kiawah Island, SC 29455 in the Council Chambers. To be considered, the completed application must be received by the Town Treasurer by noon on **April 8, 2014** and **you must attend the April 17th meeting.**

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 on Thursday, April 17th at 2:00 p.m. 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:

H. Kenneth Gunnells, Town Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455

Phone: 843-768-9166
Email: kgunnells@kiawahisland.org
Fax: 843-768-5112

NAME OF EVENT: Charleston Symphony Orchestra Concert at Freshfields

Application Deadline April 8, 2014 at 12:00 noon.

For Office Use Only			
Total Accommodations Tax Funds Requested: \$ _____			
Action Taken by SATAX Committee:	Date Approved _____	Amt _____	Denied _____
Notes: _____			

Mail Completed Application To: **Town of Kiawah Island**
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455

Date of application: 4/7/2014 Amount of request: \$ \$44,000

Tourism Related Expenditure Category (see cover page for categories): #2- Promotion of Arts and Culture

Name of organization: Charleston Symphony Orchestra

Address: 756 St. Andrew's Blvd, Charleston, SC 29407

Name and position of person submitting request: Michael Smith, Executive Director

Email address: msmith@charlestonsymphony.org

Telephone # (843) 723-7528 Fax # _____

Applicant Category: Government Agency _____ Private Business _____ Other X(Please Specify)

Please check which tax status applies to your organization:

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

Date of Incorporation March 1946 Charter # _____

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

Date of IRS Tax Exempt Determination Letter (Please Attach) 1946

Federal Employee Identification Number (FEIN) 57-6000192 (Required)

Briefly describe your project, and its goals and objectives.

Charleston Symphony Orchestra Concert at Freshfields

The goal of the CSO concert in conjunction with the CSOL Tour of Homes on Kiawah Island is to attract tourists to Kiawah Island, through the promotion of an artistic/cultural event.

Date(s) of project.

November 1, 2014

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

The CSO concert at Freshfields will offer tourists to Kiawah Island an opportunity to experience an extraordinary performance which will feature special guest artist(s) and distinguished repertoire. In conjunction with the CSOL Tour of Homes, it will provide a full day experience for tourists to shop, dine and stay on Kiawah, while enjoying a performance of the highest artist caliber. The performance will help to set the tone for Kiawah as a destination of cultural and artistic distinction.

Total estimated attendance: 550

Estimated tourist/visitor dollars to the community: $\$227 \text{ per person/per day} \times 243 \text{ visitors} \times 4.1 \text{ days per visitor} = \$226,160 \text{ in total tourist dollars}$

Number of tourist/visitors* expected: 243

Number of overnight visitors: 68

Number of room nights expected: Average 4.1 nights per person/couple = 278 nights

Other verifiable objectives: Surveys taken from last years concert showed that in addition to overnight stays, of the 243 people attending the concert from over 50 miles away, 154 of them dined at the restaurants on Kiawah. Daily spending rates and average overnight stays were obtained from the Charleston County Area Visitor's Convention and Bureau.

* 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? All marketing has been in conjunction with the marketing of the CSOL Tour of Homes. It is marketed through free advertising in such venues as Southern Living, Gardens and Guns, SC Home and Garden, Kiawah and Johns Island publications, use of posters, flyers, bookmarks, banners, SOVA, tour booklets, advertising by builders and providers of series on Kiawah Island, websites such as CSO, CSOL, Charleston Visitors Center, and Charleston Arts Events website. Expected exposure of information to readers in excess of 200,000.

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 total cost for the CSO Concert at Freshfields, including tent rental is \$44,000 (see attached budget for details).

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?

There is no need for extra support or code enforcement officers. The CSOL will provide parking attendants.

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

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

Other Comments.

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ 1,000,000
and agree to include the Town of Kiawah Island as a named insured for purposes of 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

Executive Director
Title

Charleston Symphony Orchestra
Organization

April 7, 2014
Date

Kiawah Special Concert

Kiawah Special 3 (2 reh. 1 perf)	
Service Count Expense	notes
421 · Library Expense	\$500 music
425 · Sound & Lights	\$3,500 sound
430 · Production	\$5,500 tent/stagecrew
450 · Core Orchestra Salaries	\$13,638 musicians
453.2 · Import Musicians	\$14,994 musicians
456 · Guest Artist Fees	\$2,000 guest artist-TBD
457 · Guest Artist Housing/Travel	\$750 flight/hotel
486 - Guest Conductors	\$1,500 guest conductor-TBD
487 - Guest Conductor Travel	\$750 fligh/hotel
TOTAL EXPENSE	\$43,132
ATax Revenue	\$44,000
Net Income	\$868

52 total musicians
repertoire tbd
full orchestra,

Internal Revenue Service

Department of the Treasury

District
Director

Baltimore District

31 Hopkins Plaza, Baltimore, Md. 21201

P.O. Box 13163, Room 817
Baltimore, MD 21203

Date: March 28, 1996

Employer Identification Number:
57-6000192

CHARLESTON SYMPHONY ORCHESTRA
C/O TARA HYATT
14 GEORGE STREET
CHARLESTON, SC 29401

Person to Contact:
EP/EO Tax Examiner

Telephone Number:
(410) 962-6058

Dear Sir/Madam:

This is in response to your inquiry received Mar. 19, 1996 requesting a copy of the letter which granted tax exempt status to the above named organization.

Our records show that the organization was granted exemption from Federal Income Tax under section 501(c)(3) of the Internal Revenue Code effective Mar. 1946. We have also determined that the organization is not a private foundation because it is described in section 509(a)(2).

Donors may deduct contributions to you under section 170 of the Code.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Tax, only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

A copy of our letter certifying the status of the organization is not available, however, this letter may be used to verify your tax-exempt status.

Because this letter could help resolve any questions about your exempt status, it should be kept in your permanent records.

Sincerely yours,



Paul M. Harrington
District Director

NAME OF EVENT: 9th ANNUAL AMERICAN MUSIC CELEBRATION

Application Deadline April 8, 2014 at 12:00 noon.

For Office Use Only

Total Accommodations Tax Funds Requested: \$ _____

Action Taken by SATAX Committee: Date Approved _____ Amt _____ Denied _____

Notes: _____

Mail Completed Application To: **Town of Kiawah Island
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455**

Date of application: 3/19/14 Amount of request: \$ 25,000-

Tourism Related Expenditure Category (see cover page for categories): 2

Name of organization: LOWCOUNTRY BLUES BASH / GARY ERWIN

Address: 1624 TENNIS NEST RD.
CHARLESTON SC 29412

Name and position of person submitting request: GARY ERWIN

Email address: RMUSIC @ WINDSPRING.COM

Telephone # 843 762 9125 Fax # _____

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

Please check which tax status applies to your organization:

N/A Not-For-Profit as registered with the Secretary of State of South Carolina

Date of Incorporation _____ Charter # _____

N/A 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) 343 48 5129 (Required)

Briefly describe your project, and its goals and objectives.

9thth annual American Music Celebration – a free-admission, family-oriented, outdoor (but tented) “American roots music” festival (country/jazz/bluegrass/blues/Cajun etc.), held at Freshfields Village. We feature 3-4 national-level artists, many of whom are making exclusive Southeastern appearances at our event. This is an enduring, popular cultural event marketed to both tourists/visitors and “locals” (residents of the Tri-County and beyond). Please see enclosed literature from our 8th annual AMC (October, 2013) – brochure/poster and photo montage which shows scenes from the day’s happenings.

October 5, 2014

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

American Music Celebration gives music lovers and culturally-inclined travelers an added excuse to make a trek out to the Kiawah/Seabrook/Johns Island corridor. This event and its sister festival, Blues By the Sea in April, have helped put Freshfields Village on the map. Our first several editions were held inside Kiawah and at Mingo Point but had to be relocated due to unavailability of a suitable venue inside the gates of Kiawah. This event is promoted year-round and is listed in virtually every Southeastern festival/tourism marketing outlet, music festivals media nationwide, internet tourism portals, etc.

Total estimated attendance: 1000-1500

Estimated tourist/visitor dollars to the community: \$ 15-30,000

Number of tourist/visitors* expected: 800-1000

Number of overnight visitors: 300-400

Number of room nights expected: 150-225

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?

American Music Celebration, with eight editions already logged, of course has its repeat audience. But we market via the internet, radio, TV, print media, posters, brochures, etc. We also liaise with general Kiawah and Freshfields marketing, real estate agencies, etc. Sample literature attached.

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)

\$25,000

Artists/accommodations/travel etc.	\$12,500
Production/tenting/staffing	8,500
Marketing	4,000
TOTAL	\$25,000

We apply under category #2 (promotion of the arts & cultural events).

ATAX is the ONLY source of funding for this event and it is FREE to the public.

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

No

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?

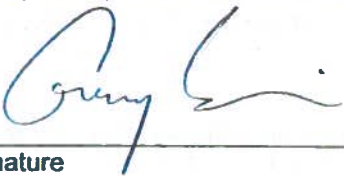
Other Comments.

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ 1,000,000 and agree to include the Town of Klawah Island as a named insured for purposes of 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 Klawah 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

ORGANIZER

Title

LOWCOUNTRY BLUES BASH

Organization

3/19/2014

Date

ENCLOSED

8th annual promo pieces, report & photos


Thank you for your support!

Gary Erwin

March 19, 2014

Welcome To
AN AMERICAN MUSIC CELEBRATION - Kiawah Island SC @ FRESHFIELDS VILLAGE GREEN

Your answers will help us plan for next year's event. It will only take a few minutes. Much appreciated!

Your Zip Code _____

1) What is your home location? Kiawah Island _____ Seabrook Island _____ James Island _____ Johns Island _____ West Ashley _____ Charleston _____ N. Charleston _____ Mt. Pleasant _____ Folly Beach _____ Isle of Palms _____ Wadmalaw Island _____ Hollywood _____ Edisto Island _____ Beaufort _____ Goose Creek _____ Other town(name) _____
Out of State(name) _____ Out of Country(name) _____

2) Did you travel 50 miles or more to attend this event? Yes _____ No _____

3) Did you come to FRESHFIELDS VILLAGE just for this event? Yes _____ No _____

4) Would you attend next year's AMERICAN MUSIC CELEBRATION? Yes _____ No _____ Maybe _____

5) Would you like to be added to our mailing list for future blues & other music events? (please print)

Name _____

Address _____

Email (optional) _____

6) Rate this year's AMERICAN MUSIC CELEBRATION on a scale of 1-5 (circle your selection)

1=Poor

3=Average

5=Outstanding

1

2

3

4

5

7) Comments _____

Please deposit this form in a designated Questionnaire Box.
Sponsored by the Town of Kiawah Island Accommodations Tax Committee

SAMPLE QUESTIONNAIRE

American Music Celebration Report for 2013

The American Music Celebration event is held at Freshfields Village. It has been supported by the Town of Kiawah Island Accommodation Tax Committee for the past 8 years.

This event represents a wide and varied range of American music including Folk, Country, R&B Bluegrass, Zydeco, Cajun, & Rockabilly performed by musicians from across the country & Europe.

Over the years the American Music Celebration event has continued to draw a large and loyal following of people from a wide range of locations throughout the South, Northeast and Midwest.

From our questionnaire we have found out that many of these individuals and their families now plan their visit and vacation times around this event.

It is important to note that due to the very nature of the Freshfields location it is difficult to get an exact attendance count. People arrive throughout the afternoon and enjoy the music from a variety of locations throughout & around the center green such as the Village Market and Java Java seating areas.

Many people enjoy visiting the many shops surrounding the green and often spend time enjoying the music from those seating areas facing the Green.

Questionnaire. There were 485 returned questionnaires from which the following data was compiled:

1. Where did people (audience) come from? 50% of those in attendance indicated that they traveled 50 miles or more to attend this event.

There were 16 states represented including: NC, KY, NJ, MI, MD, NY, OH, VA, FL, TX, GA, OK, DC, ME, IL, & PA. Towns and cities in South Carolina were represented by Walterboro, Columbia, Camden, Florence, Beaufort, Murrells Inlet, North Myrtle Beach, Hanahan, Elgen, Huger, Olar, West Columbia, Greenville, Bluffton, Summerville, and Goose Creek. We also had visitors from England, Ireland, and Germany. Every town around here came!

2. Did you come to Freshfields Village just for this event? 88% indicated YES

3. Would you attend next years event? 90% indicated YES

4. On rating this event on a scale of 1 being poor to 5 being outstanding: 85% rated the event as outstanding and 12% rated the event as above average which indicates that 97% of those responded rated the American Music Celebration as above average to outstanding.

Some sample comments:

Please keep it coming & I'll come, too!

Perfect day, perfect location, amazing talent.

Every time we have attended this event it has been excellent!!

We will do this again. How about two days next time?

Great as usual; can't wait until next year.

God Bless America!! (From Germany)

This is real music! Awesome! A fun event – family friendly.

Great cultural music for our children to hear.

I'm from NJ & saw a poster of this even in Charleston. Thank you.

The quality of the music is tip-top & very important to American culture. It must continue.

NAME OF EVENT: 11th ANNUAL BLUES BY THE SEA

Application Deadline April 8, 2014 at 12:00 noon.

For Office Use Only			
Total Accommodations Tax Funds Requested: \$ _____			
Action Taken by SATAX Committee:	Date Approved _____	Amt _____	Denied _____
Notes: _____			

Mail Completed Application To: **Town of Kiawah Island**
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455

Date of application: 3/19/2014 Amount of request: \$ 25,000 -

Tourism Related Expenditure Category (see cover page for categories): 2

Name of organization: LOWCOUNTRY BLUES BTRH / GARY EDWIN

Address: 1624 TERNS NEST RD.
CHARLESTON SC 29412

Name and position of person submitting request: GARY EDWIN

Email address: EMUSIC @ MINDSPRING.COM

Telephone # 843 762 9125 Fax # _____

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

Please check which tax status applies to your organization:

N/A Not-For-Profit as registered with the Secretary of State of South Carolina

Date of Incorporation _____ Charter # _____

N/A 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) 343 485129 (Required)

Briefly describe your project, and its goals and objectives.

11th annual BLUES BY THE SEA – a free-admission, family-oriented, outdoor (but tented) blues festival, held at Freshfields Village. We feature 3-4 national-level artists, many of whom are making exclusive Southeastern appearances at our event. This is an enduring, popular cultural event marketed to both tourists/visitors and “locals” (residents of the Tri-County and beyond). Please see enclosed literature from our 9th annual BBS, which took place Sunday, April 14, 2013 – brochure/poster and photo montage which shows scenes from the day’s happenings. (PS: The 10th annual BBS is scheduled for April 13 (just days before the ATAX meeting).

April 12, 2015

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

Blues By the Sea gives music lovers and culturally-inclined travelers an added excuse to make a trek out to the Kiawah/Seabrook/Johns Island corridor. This event and its sister festival, American Music Celebration in October, have helped put Freshfields Village on the map. Our first several editions were held inside Kiawah and at Mingo Point but had to be relocated due to unavailability of a suitable venue inside the gates of Kiawah. This event is promoted year-round and is listed in virtually every Southeastern festival/tourism marketing outlet, blues festivals media nationwide, internet tourism portals, etc.

Total estimated attendance: 1000 - 1500

Estimated tourist/visitor dollars to the community: \$ 15 - 30,000

Number of tourist/visitors* expected: 800 - 1000

Number of overnight visitors: 300 - 400

Number of room nights expected: 150 - 225

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?

Blues By the Sea, with nine editions already logged and the tenth happening April 13 of this year, of course has its repeat audience. But we market via the internet, radio, TV, print media, posters, brochures, etc. We also liase with general Kiawah and Freshfields marketing, real estate agencies, etc. Sample literature attached.

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)

\$25,000

Artists/accommodations/travel etc.	\$12,500
Production/tenting/staffing	8,500
Marketing	4,000
TOTAL	\$25,000

We apply under category #2 (promotion of the arts & cultural events).
ATAX is the ONLY source of funding for this event and it is FREE to the public.

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

No

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?

Other Comments.

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ 1,000,000 and agree to include the Town of Kiawah Island as a named insured for purposes of 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

ORGANIZER

Title

LOW COUNTRY BLUES BASH

Organization

3/19/2014

Date

Thank you for your support!

Gary Erwin
March 19, 2014


ENCLOSED

9th annual promo pieces, report & photos

Welcome To
AN AMERICAN MUSIC CELEBRATION - Kiawah Island SC @ FRESHFIELDS VILLAGE GREEN

Your answers will help us plan for next year's event. It will only take a few minutes. Much appreciated!

Your Zip Code _____

1) What is your home location? Kiawah Island _____ Seabrook Island _____ James Island _____ Johns Island _____ West Ashley _____ Charleston _____ N. Charleston _____ Mt. Pleasant _____ Folly Beach _____ Isle of Palms _____ Wadmalaw Island _____ Hollywood _____ Edisto Island _____ Beaufort _____ Goose Creek _____ Other town(name) _____
Out of State(name) _____ Out of Country(name) _____

2) Did you travel 50 miles or more to attend this event? Yes _____ No _____

3) Did you come to FRESHFIELDS VILLAGE just for this event? Yes _____ No _____

4) Would you attend next year's AMERICAN MUSIC CELEBRATION? Yes _____ No _____ Maybe _____

5) Would you like to be added to our mailing list for future blues & other music events? (please print)

Name _____

Address _____

Email (optional) _____

6) Rate this year's AMERICAN MUSIC CELEBRATION on a scale of 1-5 (circle your selection)
1=Poor 3=Average 5=Outstanding
1 2 3 4 5

7) Comments _____

Please deposit this form in a designated Questionnaire Box.
Sponsored by the Town of Kiawah Island Accommodations Tax Committee

SAMPLE QUESTIONNAIRE

Blues by the Sea Report for 2013

The Blues by the Sea event is held at Freshfields Village, it has been supported by the Town of Kiawah Island Accommodation Tax Committee for the past 9 years.

This event represents a wide and varied range of blues (roots) music performed by many of the best traditional and contemporary blues artists currently performing this truly American music.

Over the years the Blues by the Sea event has continued to draw a large and loyal following of people from a wide range of locations throughout the South, Northeast and Midwest.

Many of these individuals and their families now plan their visit and vacation times around this event.

It is important to note that due to the very nature of the Freshfields location it is difficult to get an exact attendance count. People arrive throughout the afternoon and enjoy the music from a variety of locations throughout & around the center green such as the Village Market and Java Java seating areas.

Many people enjoy visiting the many shops surrounding the green and often spend time enjoying the music from those seating areas facing the Green.

Questionnaire. There were 208 returned questionnaires from which the following data was compiled:

1. Where did people (audience) come from? 48% of those in attendance indicated that they traveled 50 miles or more to attend this event.

There were 15 states represented including : GA, NV, MN, NY, MA, OH, IL, WI, MI, NC, CT, NH, VT, FL, TN . Towns and cities in South Carolina were represented by Walterboro, Columbia , Florence, Beaufort Murrells Inlet, Younge's Island, Edisto Island, Summerville, Goose Creek, Cottageville, Gray Court, Goven, Huger and Hilton Head Island. As well as those of the surrounding communities.

2. Did you come to Freshfields Village just for this event? 85% indicated YES

3. Would you attend next years event? 88% indicated YES

4. On rating this event on a scale of 1 being poor to 5 being outstanding: 80% rated the event as outstanding and 10% rated the event as above average which indicates that 90% of those responded rated the Blues by the Sea as above average to outstanding.

Some sample comments:

A wonderful event each year!

Great music, nice location, easy parking.

Wonderful! Please keep the music coming!

Gets better each year!

We have been here since the 1st Blues by the Sea.

Repeat attendance well worth the trip!

Best ever-wouldn't miss it next year!

Thank you for such a great event in a great venue.

Awesome cultural event! Keep it coming!

Love the Blues by the Sea event, PLEASE keep it going!

NAME OF EVENT: Cinderella: By Columbia City Ballet

Application Deadline April 8, 2014 at 12:00 noon.

For Office Use Only			
Total Accommodations Tax Funds Requested: \$ _____			
Action Taken by SATAX Committee:	Date Approved _____	Amt _____	Denied _____
Notes: _____			

Mail Completed Application To: **Town of Kiawah Island
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455**

Date of application: April 2, 2014 Amount of request: \$ \$24,000.00

Tourism Related Expenditure Category (see cover page for categories): Promotion of Arts and Cultural Events

Name of organization: Columbia City Ballet

Address: 1545 Main Street, Columbia, SC. 29201

Name and position of person submitting request: William Starrett, Executive & Artistic Director

Email address: wstarrett@columbiacityballet.com

Telephone # 803-799-7605 Fax # 803-799-7928

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 May 2, 1969 Charter # 8320

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

Date of IRS Tax Exempt Determination Letter (Please Attach) June 25, 1976

Federal Employee Identification Number (FEIN) 23-7133145 (Required)

RECEIVED APR 03 2014

Briefly describe your project, and its goals and objectives.

The Columbia City Ballet will perform the full length ballet, Cinderella, at the East Beach Conference Center. This classic, which critics have said is "Sheer Magic", will entertain, enlighten and entice a highly sought after demographic, from far and wide, to Kiawah Island

Date(s) of project

March 28, 2015

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

Presenting this popular, full-length classic masterpiece, Cinderella, in Kiawah, will generate a large, educated audience. As South Carolina's largest performing arts organization, the Columbia City Ballet will be premiering this production in March of 2015. With our full-time Marketing Director and our comprehensive marketing campaign, we can confidently generate a 800+ audience to attend this rare cultural event. Our marketing plan is structured to target demographic areas, all of which are more than fifty miles away from Kiawah Island. These areas include Savannah, Myrtle Beach, Aiken, Columbia, Sumter, Augusta and Greenville. The Columbia City Ballet has a history of performing in or marketing to, all of these areas. We are very excited about the opportunity to bring tourists from across the southeast, to Kiawah Island.

Total estimated attendance: 900 (two performances)

Estimated tourist/visitor dollars to the community: \$ 88182.65

Number of tourist/visitors* expected: 540

Number of overnight visitors: 135

Number of room nights expected: 231

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?

To market Cinderella in Kiawah and the surrounding areas, we estimate a budget of \$32,000. Our marketing department will allocate these funds between television, print, radio and online media. We will match our marketing campaign with a comprehensive public relations campaign to generate stories that enhance our advertising efforts. Through advertising alone, we will target men and women, 35 years old and older, with a household income of \$50,000 or more. Our goal will be to reach a minimum of 60,000 persons.

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)

(See attached detailed budget)

Budget expenses will cost approximately \$48,000. The Columbia City Ballet will actively pursue corporate and individual funding for this project. The company does receive A-tax funding from the City of Columbia, Richland County and City of Charleston for its general operations

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

No

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 X If yes, how many years?

Other Comments.

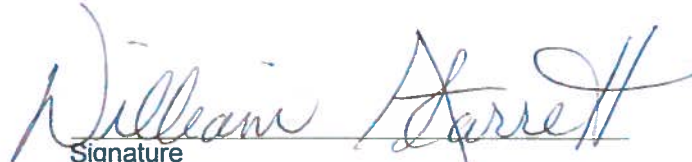
The Columbia City Ballet is the largest performing arts organization in South Carolina and is the only performing arts organization that has its own full-time technical director, lighting designer, costume supervisor, company manager and marketing director. This enables us to retain our award-winning production standards on tour. With the advantage of having a full-time technical director on staff, we were able to figure out a way that we would be the first organization to bring a full-length ballet production to the East Coast Conference Center, which is not a standard, traditionally equipped performing arts venue. We feel that this will be a strong motivating factor in drawing large audiences from across the southeast. New for this year's production, we now have access to a stage design element that will allow us to change backdrops in this non-traditional venue. With last year's wildly successful full-length production of the classic tragedy, Giselle, we know for sure that the very famous comedic ballet, Cinderella, we be even more successful in drawing tourists to Kiawah.

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ 2,000,000.00
and agree to include the Town of Kiawah Island as a named insured for purposes of 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

Executive and Artistic Director
Title

Columbia City Ballet
Organization

April 2, 2014
Date



Kiawah - Cinderella

Labor

Dancers	9000.00
Support Staff	8750.00
Tech Crew	1,500.00

Transportation

Tech Crew Transportation (Truck, fuel)	850.00
Crew Transport	130.00
Dancer Transportation	1,300.00

Lighting / Stage

Lighting	1100.00
Stage (platform, draping, seating)	2800.00

Meals

Tech Crew Meals	384.00
Dancer / Staff Meals	1,000.00

Marketing

Marketing for 2 state, 6 city area (TV, Billboard, Radio, Print, Social Media for Savannah, Augusta, Greenville, Columbia, Sumter and Myrtle Beach)	32000.00
---	----------

Lodging

Hotel Costs for Staff and Dancers	1850.00
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Total: 59664.00

1545 Main Street, Columbia SC. 29201

RECEIVED APR 03 2014

NAME OF EVENT: 2015 Piccolo Preview (with Kiawah's Arts Council)

Application Deadline April 8, 2014 at 12:00 noon.

For Office Use Only

Total Accommodations Tax Funds Requested: \$ _____

Action Taken by SATAX Committee: Date Approved _____ Amt _____ Denied _____

Notes: _____

Mail Completed Application To: **Town of Kiawah Island**
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455

Date of application: 4/1/14 Amount of request: \$ 12,500

Tourism Related Expenditure Category (see cover page for categories): #2

Name of organization: City of Charleston Office of Cultural Affairs

Address: 180 Meeting Street, Suite 200

Charleston, South Carolina 29401

Name and position of person submitting request: Scott Watson, Director of OCA

Email address: WatsonS@charleston-sc.gov

Telephone # (843) 720-3885 Fax # (843) 720-3967

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 see attached Charter # see attached

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

Date of IRS Tax Exempt Determination Letter (Please Attach) see attached

Federal Employee Identification Number (FEIN) 57-6000226 (Required)

Briefly describe your project, and its goals and objectives.

Extending Piccolo Spoleto's long-standing partnership with the Town of Kiawah Island Arts Council, we propose to hold both an admission-free Festival Preview program near Kiawah in late April/early May 2015, and to produce a Piccolo Spoleto Festival performance at Kiawah during the run of the Festival in late May/early June. Our goal is to reinforce the existing affinity between Charleston's cultural offerings and audience members who either reside on or make use of the wonderful accommodations available on Kiawah.

Date(s) of project

The Festival Preview event is traditionally held on a Sunday afternoon at Holy Spirit Catholic Church, Johns Island near Kiawah Island. A provisional date of May 3 is anticipated, although April 19 or April 26 might also be considered, especially in light of public interest surrounding the mid-April 2015 reopening of the Gaillard Center. See "Other Comments" for date of Festival performance at Kiawah.

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

Piccolo Spoleto runs simultaneously with Spoleto Festival USA for 17 days, attracting 180,000+ attendees (over half of whom are visitors) with many Festival-goers staying in private homes, hotels and resorts on and adjacent to Kiawah. The Festival Preview event hosted with the Town of Kiawah Island Arts Council allows us to amplify the impact of the Festivals on Kiawah's accommodation and hospitality industry by attracting visitors to the area and by reinforcing the sense that Kiawah is the perfect "home base" for enjoying the Spoleto season. The pre-festival event helps provide additional exposure to the area in the media. Starting in 2014, the Kiawah Resort is making available a 20% discount on villas and rooms in conjunction with a Piccolo performance at the River Course Club on May 28. We would be delighted to continue and grow similar partnerships for 2015.

Total estimated attendance: 180,000+ festival total; 500 Festival Preview; 500 Kiawah Festival Performance

Estimated tourist/visitor dollars to the community: \$ 21.1 million in the Lowcountry

Number of tourist/visitors* expected: 91,800 for entire festival

Number of overnight visitors: 30,420 for the entire festival

Number of room nights expected: 121,680 room nights in the Lowcountry

Other verifiable objectives: Daily spending averages \$230 per visitor

* 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?

Marketing support for both the Preview and Festival Performance will include paid advertising on Charleston-based television stations (which have reach into areas beyond the tri-county area); Cable TV airtime in Comcast markets across the Southeast; radio stations (both in market and out of market); in addition to digital placements on websites and e-mail newsletters (national/international reach); and select print outlets (both in market and out of market). The festival website, www.piccolospoleto.com, attracts visitors from around the world and our Charleston Arts e-mail newsletters are sent to a subscriber base of 35,000+ patrons. For 2015, our efforts for promoting Piccolo Spoleto will dovetail with a national campaign to celebrate the reopening of the Gaillard Center.

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 overall festival budget is approximately \$850,000 each year, which is annually supported by ATAX dollars designated by both the City of Charleston and Charleston County. Major sponsors include Boeing and Publix. The budget associated with Kiawah for the Preview and the Festival Performance is projected at \$25,000 in expenses, including production/equipment costs, staff time, marketing resources, artistic fees, printing, etc. The Office of Cultural Affairs anticipates leveraging 50% of the related costs through private underwriting and individual donations. The remaining 50% is our request for funding from the Town of Kiawah Island's ATAX Grant Program to assist with advertising/marketing costs related to these events.

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

No official town support is required, though the Arts Council of Kiawah has helped promote the pre-festival event near Kiawah each year. The Arts Council/Town has helped print tickets for the event (it is a free event, but tickets help with event promotion as guests must go to Kiawah Town Hall to pick them up in advance) as well as printing concert programs. Costs for these activities are not 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?

No official support is required from KICA.

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

Other Comments.

The 2015 Piccolo Spoleto Festival will run Friday, May 22 to Sunday, June 7, with the performance event at Kiawah to be scheduled as an integral part of the Festival. Potential venues range from a private club to the East Beach Conference Center, and the curatorial selection of a Festival performance for Kiawah will determine the best site.

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ 600,000
and ~~agree to include the Town of Kiawah Island as a named insured~~ for purposes of this event/activity.
We will provide a certificate of insurance upon request - GR

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

Joseph P. Riley, Jr., Mayor

Title

City of Charleston, South Carolina

Organization

4/7/14

Date



State of South Carolina
Office of the Secretary of State
The Honorable Mark Hammond

Mar 26, 2013

City of Charleston
Scott Watson
180 Meeting St., Ste. 200
Charleston, SC 29401

RE: Registration Confirmation

Charity Public ID: P5100

Dear Scott Watson :

This letter confirms that the Secretary of State's Office has received and accepted your Application for Exemption, therefore your charitable organization is in compliance with the "South Carolina Solicitation of Charitable Funds Act." The exemption for your charitable organization will expire on May 15, 2014. If any of the information on your Application for Exemption form changes throughout the course of the year, please contact our office to make updates. It is important that this information remain updated so that our office can keep you informed of any changes that may affect your charitable organization. Additionally, if at any time your charitable organization no longer qualifies for an exemption, the organization must immediately register with the Secretary of State's Office. **Charitable organizations, not qualifying for an exemption, that solicit funds in South Carolina without first being registered with the Secretary of State's Office may be fined up to \$2,000.**

If you have any questions or concerns, please visit our Website at www.scsos.com and review the Public Charities section or contact our office at (803) 734-1790.

Sincerely,

A handwritten signature in black ink, appearing to read "K. Wickersham", with a long horizontal flourish extending to the right.

Kimberly S. Wickersham
Director, Division of Public Charities

Internal Revenue Service

Date: February 8, 2005

**CITY OF CHARLESTON
OFFICE OF CITY CONTROLLER
P O BOX 304
CHARLESTON SC 29402**

**Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201**

Person to Contact:
Steve Brown 31-07422
Customer Service Specialist
Toll Free Telephone Number:
8:30 a.m. to 5:30 p.m. ET
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
57-6000226

Dear Sir/Madam:

This is in response to your request of February 8, 2005, regarding your organization's exemption from Federal income tax.

As a governmental unit or a political subdivision thereof, your organization is not subject to Federal income tax under the provisions of Section 115(1) of the Internal Revenue Code, which states in part:

"Gross income does not include income derived from ... the exercise of any essential governmental function and accruing to a State or any political subdivision thereof ..."

Because your organization is a governmental unit or a political subdivision thereof, its income is not taxable as explained above. Contributions used exclusively for public purposes are deductible under Section 170(c)(1) of the Code.

Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Your organization may obtain a letter ruling on its status under section 115 by following the procedures specified in Rev. Proc. 2004-1 or its successor.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,


for Janna K. Skulca, Director, TE/GE
Customer Account Services

NAME OF EVENT: ***Jazz Inspired from Kiawah Island***

Date of application: March 24, 2014

Amount of request: \$35,100

Tourism Related Expenditure Category #1 & 2

#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.

Name of organization: Judy Carmichael Jazz Pianist

Address: Box 360 Sag Harbor, NY 11963

Name and position of person submitting request: Judy Carmichael
Producer/Host/Pianist/Vocalist

Email address: judy@judycarmichael.com

Telephone # 917 855 9521

Fax # 631 725 2531

Applicant Category: Private Business

Federal Employee Identification Number : SS# 546 94 3680

Briefly describe your project, and its goals and objectives.

Judy Carmichael's Jazz Inspired is a radio show that airs on 130 Public and commercial radio stations (and on their online streaming), across the country and on NPR's Sirius/Satellite Radio Channel. Internationally, ***Judy Carmichael's Jazz Inspired*** broadcasts through online streaming and has 3-4000 weekly podcast downloads

on iTunes and TalkShoe.com. ***Judy Carmichael's Jazz Inspired*** is heard on radio and online daily.

Celebrating it's 15th Anniversary in 2014, ***Judy Carmichael's Jazz Inspired*** reaches listeners who listen on the terrestrial (land-based) radio stations that carry the show, those who listen online from the streaming of the show on radio station websites, from streaming on www.judycarmichael.com and www.jazzinspired.com and through free podcast downloads available on iTunes and TalkShoe.com, resulting in an international listenership in the hundred of thousands.

Judy Carmichael and ***Jazz Inspired*** have a strong Twitter and Facebook following, furthering opportunities for media outreach.

Host/producer **Judy Carmichael** interviews celebrated creative artists about their love for jazz and how it inspires their own creativity. Guests have included everyone from **Billy Joel** and **Robert Redford**, to **Tony Bennett** and **Renee Fleming**. The show is entertaining and enlightening and brings a broader understanding of jazz, inspiration and the creative process. (A complete list of guests is available upon request.)

Periodically the show is recorded on stage with live music performance as an added element, which is what is proposed for this project on Kiawah Island. Past shows have been mounted at the Tanglewood Music Festival in Lenox, MA, Ascona Jazz Festival in Switzerland, and the Sedona Music Festival, AZ.

This proposal would be for a Friday-Sunday "Jazz Inspired" weekend with two evening interviews and one afternoon or evening performance by Judy Carmichael and her quartet, with the thought that each year would feature new guests, whose respective talents would bring a new presentation and reinvigorate the series, making each year unique. The event would be recorded for radio broadcast reaching a broad international audience.

Dan's Papers Online has committed to print the interviews produced at ***Jazz Inspired from Kiawah Island***. Dan's Papers is the Hamptons most widely read magazine, with an audited circulation of 38K year round in the Hamptons and NYC, targeting a wealthy, sophisticated, sport-loving demographic that travels, and would

enjoy what Kiawah Island has to offer. Dan's Papers Online has 170,000 average visitors per month and 615,000 page views per month.

Date(s) of project. 2015, exact weekend TBD

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

As stated above, this event will draw tourists to Kiawah Island for one or all of the "Jazz Inspired" events, and will give extensive media exposure to Kiawah Island with multiple broadcasts of the radio shows recorded during the weekend, so publicity for Kiawah will continue beyond the event weekend and the publicity leading up to it.

These events will be special editions of *Judy Carmichael's Jazz Inspired* and broadcast as *Jazz Inspired from Kiawah Island*, and throughout the broadcast it will be stated: "Today's program was recorded live on Kiawah Island, SC and is made possible with generous support from the Town of Kiawah Island ATAX Committee" or whatever language is appropriate.

Since these events will be recorded in front of an audience, they will reflect the excitement and fun experienced on Kiawah Island and give a sense of place. JazzTimes, America's largest jazz magazine, runs transcriptions of *Judy Carmichael's Jazz Inspired*, which will be another outlet for the shows from Kiawah and will mention Kiawah Island in all transcriptions of the shows recorded there.

Additional exposure will be given with *Judy Carmichael's Jazz Inspired* broadcasts leading up to the event, which will mention *Jazz Inspired from Kiawah Island* and encourage attendance, as well as broadcast on www.jazzinspired.com and www.judycarmichael.com.

Total estimated attendance: 900 over 3 days

Estimated tourist/visitor dollars to the community: \$337,500.

Number of tourist/visitors* expected: 900

Number of overnight visitors: 350

Number of room nights expected: 200

Listeners online and terrestrial radio in the hundred of thousands internationally.

Other verifiable objectives:

More awareness of Kiawah Island because of wide media exposure through the radio broadcasts/ and published transcriptions of the show and association with Judy Carmichael and the internet/ media interest that will generate. *Judy Carmichael's Jazz Inspired* has a large Facebook and Twitter following which will be utilized as well.

- 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?

Judy Carmichael's Jazz Inspired gets 3-4000 podcast downloads weekly, and is broadcast daily and reaches the college educated professionals who listen to NPR. JazzTimes reaches jazz fans around the world and Dans Papers shares the demographic of Kiawah Island. Online marketing will be targeted to those who travel, play golf and tennis and those who would enjoy Kiawah Island and be inspired for a visit to an event like this.

Judy Carmichael's Jazz Inspired guests represent a broad range of creativity: astrophysics, writing, acting, directing, dance and music, so each guest inspires a different show, with opportunities for a variety of presentations. An animator would discuss one of his films shown earlier in the day, same with a director or actor, or a classical musician might perform a jazz piece with Judy's quartet or a country musician might take Judy's quartet in a country direction. The goal is an entertaining weekend with surprising juxtapositions and inspiring combinations.

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)

Judy Carmichael and her Quartet (Judy will perform/host/interview/produce)

\$8500 (2 days of interviews and performance, 1 concert day)

Audio Production/Recording: Includes engineer and assistant, rented equipment and post-production:

\$7000

Two Interview Guests (possibly Duke Robillard, who would be interviewed and perform, and Alf Claussen, composer for The Simpsons, who would show clips from the show and be interviewed about it and how jazz inspires his compositional work).

\$4000 (1 day each ie \$2000 fee to each)

Rental of resort space for event

\$1500 (3 days)

Steinway (moving/tunings drop off Friday/pickup Sunday) Rice Music

\$2450 (3 days)

Hotels total cost:

\$800

Carmichael Quartet: 4 people, 4 nights (arrive day before)

Guests: 2 people 2 nights each

Engineer: 3 nights

Advertising (print media, online Twitter, Facebook et al, emailings)

\$7000

Airfare Total:

\$3850 (\$550 per person/7 people)

Is Town support required? NO

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?

NO

Will funding be requested on a continued basis?

Yes ☒ No

If yes, how many years? 10

Other: It is hoped that the festival will expand to include additional days in the ensuing years and video production for further outreach online and TV.

Other comments:

Producer/pianist: **Judy Carmichael** is a Grammy nominated pianist and one of the world's leading interpreters of stride piano and swing music. Count Basie nicknamed her "Stride", acknowledging the command with which she plays this technically and physically demanding jazz piano style. Judy Carmichael created, hosts and produces ***Judy Carmichael's Jazz Inspired***, now celebrating it's 15th anniversary.

Ms. Carmichael has appeared frequently on Garrison Keillor's ***A Prairie Home Companion***, and been featured on NPR's ***Morning Edition***, ***Entertainment Tonight***, CNN and numerous international

radio and television shows. She maintains a busy touring schedule throughout the world.

Radio Engineer: Kurt Heidolph

- Recording Engineer and Archival Engineer for the *New York Philharmonic*
- Production Engineer for *Judy Carmichael's Jazz Inspired*
- Production Engineer for *Dog Talk Radio with Judy Carmichael*
- Production Engineer for *Pet Style Radio with Judy Carmichael*
- Finance Reporting Manager for Fontana Distribution, Universal Music Group's Independent Distribution Company
- VP of Operations, Administration, and Production at BlastMusic

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/ activity.

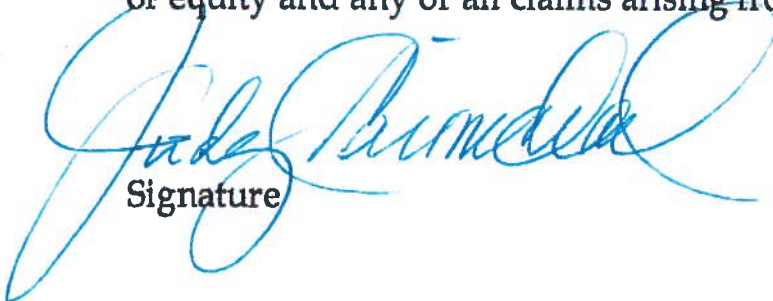
If the Town provides funds, I agree to allow a representative of the Town and/ or its appointed representative to examine the financial records of my organization insofar as they pertain to this event/ activity.

Judy Carmichael will not have liability insurance covering this event, but rather the liability insurance of the venue where the events are held will cover this.

Judy Carmichael does not assume full legal responsibility for any suit or action at law or equity, but rather the venue where events will be held will assume full legal responsibility for any suit or action at law or equity and any or all claims arising from this project/ activity.

Signature

Date



April 6, 2014

Hooray for Hollywood - a Johnny Mercer Songbook

NAME OF EVENT: Fascinating Rhythm - the songs of George & Ira Gershwin

Application Deadline April 8, 2013 at 12:00 noon.

For Office Use Only

Total Accommodations Tax Funds Requested: \$ _____

Action Taken by SATAX Committee: Date Approved _____ Amt _____ Denied _____

Notes: _____

_____**Mail Completed Application To:**Town of Kiawah Island
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455Date of application: 4-7-14Amount of request: \$ 25KTourism Related Expenditure Category (see cover page for categories): Promotion of ArtsName of organization: website - bradandjennifermoranz.comAddress: Moranz Entertainment
156 Mossy Oak Way Mt. Pleasant, SC 29464Name and position of person submitting request: Brad MoranzEmail address: bradmoranz@comcast.netTelephone # 843-416-8453 Fax # sameApplicant 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) 02-0706545 (Required)

Briefly describe your project, and its goals and objectives.

We create musical revues with various themes. The 2 shows we are suggesting are themed using songwriters with ties to the South. Johnny Mercer was from Savannah, and the Gershwin's wrote Porgy + Bess in Charleston.

Date(s) of project.

Dates can be flexible to fit your needs.

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

Both shows would tie in perfectly with Kiawah - not only because of their connection to the area, but also because the shows would have great appeal to the type of visitor who comes to Kiawah.

Total estimated attendance: 800

Estimated tourist/visitor dollars to the community: \$ ~~200~~ 375/person/day

Number of tourist/visitors* expected: 800

Number of overnight visitors: 300-400

Number of room nights expected: 100 rooms +

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?

Target audience would be aged 40+ above.

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)

\$25 K is being requested.

Included are all costs of production and marketing.

Production costs include:

Performers
Transportation + housing
Rehearsals
Sound + lights + technicians
Insurance (liability)

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

No.

Is Klawah 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? 10 years

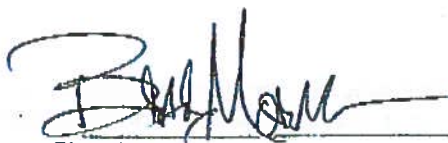
Other Comments.

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ 1,000,000. - and agree to include the Town of Kiawah Island as a named insured for purposes of 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

owner
Title

Moranz Entertainment
Organization

4-7-14
Date

NAME OF EVENT: Jazz Artists of Charleston presents Charleston Jazz Orchestra at Kiawah Island

Application Deadline April 8, 2014 at 12:00 noon.

For Office Use Only			
Total Accommodations Tax Funds Requested: \$ _____			
Action Taken by SATAX Committee:	Date Approved _____	Amt _____	Denied _____
Notes: _____			

Mail Completed Application To: **Town of Kiawah Island
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455**

Date of application: 4/6/2014 Amount of request: \$ \$40,000

Tourism Related Expenditure Category (see cover page for categories): Promotion of the arts & cultural events.

Name of organization: Jazz Artists of Charleston

Address: Physical: 93 Spring Street, Suite A Charleston, SC 29403

Mailing: PO BOX 21756 Charleston, SC 29413

Name and position of person submitting request: Erin Fornadel, Director of Community Relations & Executive Assistant

Email address: erin@charlestonjazz.com

Telephone # (843) 641 - 0011 Fax # (888) 790 - 5358

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) Attached

Federal Employee Identification Number (FEIN) 83-0504523 (Required)

Jazz Artists of Charleston will present Charleston's resident big band,

Briefly describe your project, and its goals and objectives.

the Charleston Jazz Orchestra, on Kiawah Island for the first time, for a public event open to residents, visitors and tourists, alike. This event will precede the big band's 7th Anniversary Season. This special performance, by 17 to 20 musicians of the highest caliber in the region, will cultivate a new audience for CJO's regular season, bringing greater awareness to the importance and history of jazz in Charleston, South Carolina, while engaging the Kiawah Island community. JAC's goal is to establish and develop a long-standing relationship with the Town of Kiawah Island to bring more events, entertainment and education in the jazz idiom for the enjoyment of Kiawah's community. JAC's objectives are to capture patron information, strengthening its mission, long-term expansion and developing its audience, while promoting Charleston as a whole.

Date(s) of project.

January/February 2015

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

The Charleston Jazz Orchestra rarely performs outside of its traditional six-show season at the Charleston Music Hall.

Presenting Charleston's resident big band in this unique and scenic atmosphere will attract tourists to visit the island for an exclusive opportunity to experience the big band sound in an intimate setting, at half the venue size, and half the ticket price.

Total estimated attendance: 800

Estimated tourist/visitor dollars to the community: \$ \$150,000

Number of tourist/visitors* expected: 400

Number of overnight visitors: 200

Number of room nights expected: 2

Other verifiable objectives: For day visitors, the performance would allow for an introduction to the town of Kiawah Island, providing the potential of ~~another visit with a longer stay. Through our ticketing system, we will gather zip codes, allowing us for a better idea of those~~ who traveled at least 50 miles to attend for future events on Kiawah Island.

* 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?

JAC will purchase numerous digital ads, in addition to advertisements in the region, including Upstate, Midlands of South Carolina, Charlotte, North Carolina, and Savannah and August, Georgia, specifically targeting a potential new jazz audience, attracting the jazz novice and aficionado, alike, to Kiawah Island. With over 3,500 fans on our Jazz Artists of Charleston, Charleston Jazz Orchestra and Charleston Jazz House Facebook pages, and over 1,500 Twitter and Instagram followers, JAC would instantly have an audience of 5,000 readers, with the possibility to reach an even larger targeted audience with specific paid and targeted promotions. JAC would also utilize its community partners and regional alliances to promote this special event.

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)

See attached 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?

Not required.

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

Not required.

Will funding be requested on a continued basis? Yes X No If yes, how many years? Every year

Other Comments.

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ _____ and agree to include the Town of Kiawah Island as a named insured for purposes of 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

**JAZZ ARTISTS OF CHARLESTON
2014-2015 KIAWAH ACCOMMODATIONS TAX GRANT BUDGET**

CHARLESTON JAZZ ORCHESTRA SPECIAL EVENT

PROJECTED INCOME

Admission [800 @ \$20]	\$16,000
Kiawah ATAX Grant	\$40,000

TOTAL INCOME **56,000**

EXPENSES

Musicians	\$11,000
Videography	\$400
Photography	\$400
Piano Tuning	\$250
Production Assistants	\$500
Hospitality Provisions	\$600
Insurance	\$250
Music	\$450
Jazz Artists of Charleston Administration	\$1,750
Miscellaneous	\$1,000

Marketing / Promotion

Printing	\$400
Graphic Design	\$400
Digital / Online Advertisements	\$3,500

Rentals

Stage + Risers	\$2,000
Piano	\$1,000
Truck	\$500
Lighting Director + Lighting Package	\$1,000
Sound Engineer + Audio Package	\$1,500
Venue	\$2,000
Bar Rental	\$600
Miscellaneous	\$500

TOTAL EXPENSES **\$30,000**

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ 1,000,000 and agree to include the Town of Kiawah Island as a named insured for purposes of 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.

Emi Jomdel
Signature

DIRECTOR OF COMMUNITY RELATIONS EXECUTIVE ASSISTANT
Title

JAZZ ARTISTS OF CHARLESTON
Organization

08 APRIL 2014
Date

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAR 15 2010

JAZZ ARTISTS OF CHARLESTON
185B ST PHILIPS ST
CHARLESTON, SC 29401

Employer Identification Number:
83-0504523
DLN:
17053006407030
Contact Person:
ROGER W VANCE ID# 31173
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
January 6, 2008
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

NAME OF EVENT: 68th Annual Festival of Houses and Gardens and 12th Annual Charleston Antiques Show

Application Deadline April 8, 2014 at 12:00 noon.

For Office Use Only			
Total Accommodations Tax Funds Requested: \$ _____			
Action Taken by SATAX Committee:	Date Approved _____	Amt _____	Denied _____
Notes: _____			

Mail Completed Application To: **Town of Kiawah Island**
Attn: Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455

Date of application: April 8, 2014 Amount of request: \$ 5,000

Tourism Related Expenditure Category (see cover page for categories): 1 and 2

Name of organization: Historic Charleston Foundation

Address: PO Box 1120

Charleston, SC 29402

Name and position of person submitting request: Helen Wolfe, Strategic Partnerships Coordinator

Email address: hwolfe@historiccharleston.org

Telephone # 843-724-8497 Fax # 843-577-2067

Applicant Category: Government Agency ☐ Private Business ☐ Other ☒ (Please Specify) Non-profit organization

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**) August 1949

Federal Employee Identification Number (FEIN) 57-6000599 (Required)

Briefly describe your project, and its goals and objectives.

Set amid the historic ambience of the city's Old & Historic District, our series of award-winning Festival of Houses and Gardens tours provide a rare opportunity for guests to go inside the private houses and gardens of some of America's most beautiful historic residences, dating to the 18th century. Inspired by the rich historical, architectural and cultural heritage of Charleston, the annual Charleston Antiques Show is a premier destination for collectors and enthusiasts who enjoy seeing and learning about English, European, and American period furnishings, decorative arts and fine art, architectural elements, garden furniture, vintage jewelry, and silver—all late 17th to 20th centuries.

Date(s) of project.

12th Annual Charleston Antiques Show: March 20-22, 2015

68th Annual Festival of Houses and Gardens: March 19-April 18, 2015

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

Of the nearly 14,000 attendees to the 2013 Festival and Antiques Show, 84% were from out-of-town and 36% visited Charleston specifically to attend HCF's events. According to our annual research through the College of Charleston's Office of Tourism Analysis, nearly 3% of our visitors reported staying on Kiawah Island in 2013. With your contribution of funds to be used for advertising and promotion, we hope to increase the number of ticket sales for the Festival as well as Antiques Show, which will bring more visitors to Charleston and its surrounding areas, such as Kiawah Island.

Total estimated attendance: 14,000

Estimated tourist/visitor dollars to the community: \$ 6.4 million overall

Number of tourist/visitors* expected: 12,000

Number of overnight visitors: 12,000

Number of room nights expected: 25,714 - average stay is 4.5 nights

Other verifiable objectives: Each adult out-of-town visitor spent ~\$729 during their trip (hotel, food, attractions, event tickets, etc)

* 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?

To increase the 2015 economic impact on Charleston and boost attendance at the Festival of Houses and Gardens and Charleston Antiques Show, we are requesting funds for marketing and advertising in regional and national publications of Southern Living. 26% of our attendees mentioned seeing an advertisement or promotion in Southern Living before their trip to Charleston. We currently advertise for one month in their National edition and online (2.8 million annual web visitors), for one month in the Georgia regional publication (circulation of 240,000), for two months in the South Carolina regional publication (print circulation of 140,000), for one month in the North Carolina Regional (circulation of 245,000), and for one month in the Mid-Atlantic regional (circulation of 355,000), and wish to continue to use our advertising budget in this way.

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)

Our total budget for the Festival and Antiques Show is \$737,238, which includes approximately \$90,000 in advertising and promotion expenses. We are requesting \$5,000 for advertising in one of the regional Southern Living editions. Our budget breakdown looks like this:

Salaries and Benefits - \$270,203

Logistics and Antiques Show Management- \$41,500

Advertising - \$90,000

Training and Programming - \$15,000

Printing and Shipping - \$76,000

Special Events and Tour Supplies - \$152,093

Facility Expense - \$60,000

Other - \$32,442

In FY14, we received \$3,000 from Charleston County ATAX, \$35,000 from the City of Charleston ATAX, and \$1,000 from Mt. Pleasant ATAX, for a total of \$39,000. Other sources of funding include sponsorships (\$60,000), advertising (\$14,000) and event ticket revenue.

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

No.

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 x No If yes, how many years?

We wish to request funding for as long as we continue to have visitors staying at Kiawah Island.

Other Comments.

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. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

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.

I hereby declare that this organization carries liability insurance in the amount of \$ 2,000,000
and agree to include the Town of Kiawah Island as a named insured for purposes of 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.

Helen Wolfe
Signature

Strategic Partnerships Coordinator
Title

Historic Charleston Foundation
Organization

April 8, 2014
Date

Internal Revenue Service
P.O. Box 2508
Cincinnati, OH 45201

Department of the Treasury

Date: April 21, 2007

HISTORIC CHARLESTON FOUNDATION
PO BOX 11200
CHARLESTON, SC 29402

Person to Contact:
Sonya Adigun ID# 31-03529
Toll Free Telephone Number:
877-829-5500
Employer Identification Number:
57-6000599

Dear Sir or Madam:

This is in response to your request of April 9, 2007, regarding your tax-exempt status.

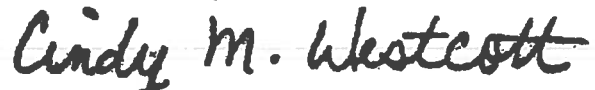
Our records indicate that a determination letter was issued in August 1949 that recognized you as exempt from Federal income tax, and reflect that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Cindy Westcott
Manager, Exempt Organizations
Determinations

