



Town of *Kiawah Island*

Mayor

John. D. Labriola

Council Members

F. Daniel Prickett

Maryanne Connelly

John Moffitt

Scott M. Parker, MD

Town Administrator

Stephanie Monroe Tillerson

TOWN COUNCIL MEETING

Municipal Center Council Chambers

July 5, 2022; 2:00 PM

AGENDA

- I. Call to Order:
- II. Pledge of Allegiance
- III. Roll Call:
- IV. Approval of Minutes:
 - A. Minutes of the Special Call Town Council Meeting of May 25, 2022 [Tab 1]
 - B. Minutes of the Town Council Meeting of June 7, 2022 [Tab 2]
- V. Mayor's Update:
- VI. Citizens' Comments (Agenda Items Only):
- VII. Consent:
 - A. To Consider Approval of the Proposal for Debris Monitoring Services [Tab 3]
 - B. To Consider Approval of the Contract with Lou Hammonds Group to assist Town Communication Staff [Tab 4]
- VIII. New Business:
 - A. Approval of the Charleston Area Convention and Visitors Bureau Proposed FY 2022-2023 Budget [Tab 5]
- IX. Executive Session:
 - A. Executive Session to Discuss proposed contractual arrangement with Riverstone Property pursuant to S.C. Code Ann. § 30-4-70 (a)(2).
 - B. Executive Session to received Legal Advice on the Kiawah Resort Association Development Agreement and the Captain Sam's Spit Preliminary Plat pursuant to S.C. Code Ann. § 30-4-70 (a)(2).
- X. Town Administrator's Report:
- XI. Council Member:
 - a. Committee Updates
 - b. General Comments
- XII. Citizens' Comments:
- XIII. Adjournment:



TAB 1

TOWN COUNCIL

Agenda Item

SPECIAL CALL TOWN COUNCIL
Municipal Center Council Chambers
May 25, 2022; 12:00 pm

Minutes

I. Call to Order: *Mayor Labriola called the meeting to order at 12:00 p.m.*

II. Roll Call:

Present at Meeting: John D. Labriola, Mayor
Dan Prickett, Mayor Pro Tem
Maryanne Connelly, Councilmember
John Moffitt, Councilmember
Dr. Scott Parker, Councilmember

Also Present: Stephanie Tillerson, Town Administrator
Joe Wilson, Town Attorney
John Taylor, Jr., Planning Manager
Petra Reynolds, Town Clerk

III. Executive Session:

A. Executive Session to receive legal advice on The Cape and Upper Beachwalker Development, S.C. Code Section 30-4-70(2)

Mayor Pro Tem Prickett made a motion to move into Executive Session to receive legal advice on The Cape and Upper Beachwalker Development. Councilmember Parker seconded the motion, and it was unanimously approved.

Mayor Pro Tem Prickett made a motion to move into Regular Session. Councilmember Parker Seconded the motion and it was unanimously approved.

Mayor Labriola stated that during the Executive Session, no decisions were made, and no actions were taken.

IV. Public Hearing:

A. Ordinance 2022-04 – An Ordinance to Adopt the Fiscal Year 2022-2023 Budget for the Town of Kiawah Island, South Carolina (7/1/22 through 6/30/23)

Councilmember Parker made a motion to open the Public Hearing for Ordinance 2022-04 – An Ordinance to Adopt the Fiscal Year 2022-2023 Budget for the Town of Kiawah Island. Councilmember Connelly seconded the motion, and it was unanimously approved.

No public comments were made.

Councilmember Connelly made a motion to close the Public Hearing. Councilmember Parker seconded the motion, and it was unanimously approved.

V. New Business:

A. To Consider Approval of the Proposal from Quality Counts for Traffic Counts Along the Kiawah Island Parkway.

Ms. Tillerson stated the Town currently utilizes traffic counters at the roundabout for overall traffic assessments, where daily traffic counts are analyzed on the various movements of the roundabout. However, due to the location of the counters, this method does not provide definitive traffic volumes on every segment along the Parkway as the 2013 Amended and Restated Development Agreement describes. Therefore, to assure an accurate count of traffic volumes and determine future mitigation triggers, there is the need to obtain specific traffic volumes along the Parkway. The proposal from Quality Counts includes eight specified locations from the Roundabout to Governors Drive and will begin on June 1, 2022, the first of the three counting periods.

Councilmembers Parker stated that the Resort properties, including the Ocean Course and Osprey, are beyond the second gate and questioned why they were not included. Mr. Taylor clarified that the Development Agreement requires counts to be conducted on the Bridge and the Parkway between the intersection of Betsy Kerrison to the intersection of Governors Drive.

Councilmembers discussed including an additional two to three counters beyond Governors Drive and agreed to the extra cost being added to the proposal.

Mayor Pro Tem Prickett made a motion to approve the proposal from Quality Counts as amended. Councilmember Connelly Seconded the motion and it was unanimously approved.

VI. Citizens' Comments:

None

Councilmember Parker asked if he could comment since he would not be attending the June Town Council meeting.

At the last Environmental Committee meeting, Councilmember Parker reported that the ARB (Architectural Review Board) indicated they are doing a demonstration project with one to two homeowners that will be installing a new solar roof manufactured by the Tesla Company. The ARB believes that the solar roof is aesthetically acceptable and if it meets expectations, will be included as an option.

VII. Adjournment:

Councilmember Parker made a motion to adjourn the meeting at 1:07 p.m. Mayor Pro Tem Prickett seconded the motion, and it was unanimously passed.

Submitted by,

Petra S. Reynolds, Town Clerk

Approved by,

John D. Labriola, Mayor

Date



TAB 2

TOWN COUNCIL

Agenda Item

TOWN COUNCIL MEETING
Municipal Center Council Chambers
June 7, 2022; 2:00 PM

Minutes

I. Call to Order: *Mayor Labriola called the meeting to order at 2:00 p.m.*

II. Pledge of Allegiance

III. Roll Call:

Present at Meeting: John D. Labriola, Mayor
Dan Prickett, Mayor Pro Tem
Maryanne Connelly, Councilmember
John Moffitt, Councilmember

Absent: Dr. Scott Parker, Councilmember

Also Present: Stephanie Tillerson, Town Administrator
Joe Wilson, Town Attorney
John Taylor, Jr., Planning Manager
Petra Reynolds, Town Clerk
Dillon Turner, Kimley Horn

IV. Approval of Minutes:

A. Minutes of the Town Council Meeting of May 3, 2022

Mayor Pro Tem Prickett made a motion to approve the Town Council meeting minutes of May 3, 2022. Councilmember Connelly seconded the motion, and it was unanimously approved.

V. Mayor's Update:

Mayor Labriola stated that Disaster Awareness Day would be coming up on June 17 and that more information on the joint event between Seabrook and Kiawah would be sent out to the community.

Mayor Labriola stated that the following afternoon there would be a Zoom meeting regarding the development of the 22-acre Andell site, specifically the Harris Teeter store being the focal point. Information and instructions on how to Zoom in are out, and he encouraged everybody to view the meeting.

Mayor Labriola stated that all South Carolina municipalities must prepare a Comprehensive Plan with updates in five-year increments. The Town's last update was in 2015, and the 2020 update was delayed due to Corona Virus. With the challenges foreseen in the next five years, Mayor Labriola stated the Town is committed to bringing all stakeholders and interested parties together to provide input into the 2022 Comprehensive Plan Update to make it a successful document.

Mr. Taylor stated that from a planning perspective, some of the key factors and intermediate projects that would help formalize the 2022 Comprehensive Plan Update are:

- study of the marsh
- the study of the remaining lands to be developed
- resiliency
- housing study
- looking at the community as a whole

- transportation, infrastructure, and traffic
- engaging with the community

Mr. Taylor stated that along with the Planning Commission, a third party would be engaged to assist with the update. It is the hope that the third party will be in place by the summer with community engagement in the fall and targeted completion in early 2023.

Ms. Tillerson added that, as done with previous studies, focus groups are planned to provide the opportunity for the community to be involved in developing a document that would be used in planning future development.

VI. Citizens' Comments (Agenda Items Only):

None

VII. Proclamation:

A. Proclamation Recognizing June as Public Safety Month

Councilmember Connelly read the Proclamation recognizing June as Public Safety Month. She indicated that Mr. Harris had planned many different activities planned during the month and encouraged everyone to attend.

VIII. Presentation:

A. Kiawah Island Parkway Intersection and Corridor Study – Kimley Horn

Mr. Taylor stated that Kimley Horn was the consultant engaged in conducting a study of the Kiawah Island Parkway intersection and corridor. The study included future development on and off the island with assumptions made to determine if there would be significant impacts on the Parkway and where infrastructure improvements may be needed. A preliminary assessment of the proposed recommendations was presented in March.

Mr. Turner provided a presentation of the Kiawah Island Corridor Study findings. Reviewed were the study approach and areas, short and long-term approved development, potential land uses for long-term development, and types of data used for short and long-term analysis.

Council Members discussed that the analysis of upper Beachwalker Drive, conducted separately, should include existing and potential development and be added as an addendum to the study documents.

Mr. Turner reviewed and discussed in detail the priority recommendations, short-term and long-term concepts of the study results:

Short-Term (2026)

- 1.) A free-flow lane exiting Kiawah Island at Beachwalker Drive is recommended
 - This would result in:
 - Improved traffic flow
 - The Real Estate Office would become a RI/RO (Right In/Right Out) access on Kiawah Island Parkway
- 2.) The future Andell West Property should be signalized on Kiawah Island Parkway
 - A roundabout operates well in the short term but fails long term
 - A signal will allow for gaps in the side-street movements
- 3.) If possible, it is strongly recommended that Andell West interconnect to Freshfields
 - The existing Freshfields access on the Kiawah Island Parkway is recommended to become a RI/RO (Right In/Right Out)

Short-Term (2036)

- 1.) Kiawah Island Parkway at Betsy Kerrison fails during the 2036 long-term analysis

- A turbo roundabout should be considered for future conditions
- 2.) Old Cedar Lane (Cassique) fails during the long-term conditions -
 - Turn lanes are recommended on Old Cedar Lane
- 3.) Camp Care Road at Future Lot A fails
 - Turn lanes on Betsy Kerrison are recommended
- 4.) Bohicket Marina access on Seabrook Island Road is recommended to become a roundabout

Council Members engaged in an in-depth discussion of the recommendations and concepts along with projects currently in progress.

IX. Consent:

- A.** To Consider Approval of **Ordinance 2022-02** - An Ordinance to Amend the Town of Kiawah Island Municipal Code Chapter 12 - Land Use Planning and Zoning Ordinance – Article II. – Zoning, Division 2. – Zoning Map/Districts, Section 12-79. Designation of Annexed Territory – **Second and Final Reading**
- B.** To Consider Approval of **Ordinance 2022-03** - An Ordinance to Amend the Town Of Kiawah Island Municipal Code Chapter 12 – Land Use Planning and Zoning– Article II. – Zoning, Division 5. – General Procedural Requirements, Section 12-159. Planned Development – **Second and Final Reading**
- C.** To Consider Approval of **Ordinance 2022-04** - An Ordinance to Adopt the Fiscal Year 2021-2022 Budget for the Town of Kiawah Island, South Carolina (7/1/22 Through 6/30/23) – **Second and Final Reading**
- D.** To Consider Approval of the Proposals for Debris Management and Emergency Response Management and Recovery Services
- E.** To Consider Approval of the proposal from Duke Construction, LLC for the Kestrel Court Solid Waste Center Improvements Project

Mayor Pro Tem Prickett made a motion to approve consent items A through E. Councilmember Connelly seconded the motion, and it was unanimously approved.

X. New Business:

- A.** To Consider Approval of **Resolution 2022-02** - A Resolution to Adopt the Town of Kiawah Island Annexation Policy Plan and Procedures Manual

Ms. Tillerson stated the adoption of the Annexation Policy and Procedures Manual is connected to the two zoning text amendment ordinances approved earlier. The document creates a policy that would encourage and support community participation in future annexation requests and provides guidelines on the roles of the Planning Commission, Council, and staff in the annexation request process.

Councilmember Connelly made a motion to approve Resolution 2022-02 to Adopt the Town of Kiawah Island Annexation Policy Plan and Procedures Manual. Councilmember Moffit seconded the motion, and it was unanimously approved.

- B.** To Consider Approval of the Amendment to the Town of Kiawah Island Employee Handbook

Ms. Tillerson stated the requested amendments to the Kiawah Employee Handbook are to clean up or provide clarity on the PTO (Paid Time Off) policy, maternity/paternity leave, and the addition of an Employee Assistance Program. Also, after reviewing employee benefits and a comparison to other area communities and municipalities, she asked for the addition of *Christmas Eve*, which staff requested, be added to the holiday calendar.

Councilmember Connelly made a motion to approve the Amendment to the Town of Kiawah Island Employee Handbook. Mayor Pro Tem Prickett seconded the motion, and it was unanimously approved.

XI. Town Administrator's Report:

None

XII. Council Member:

- a. Committee Updates
- b. General Comments

Councilmember Moffit was pleased that the contract was approved for the Kestral Court project.

Councilmember Connelly encouraged everyone to participate in Public Safety Month.

Mayor Pro Tem Prickett stated that the Main Road Corridor - Segment C public comment period closed on May 27. When the County analyzes all the comments, they will recommend their preferred alternative, providing another period for public comments on the recommendation.

XIII. Citizens' Comments:

Dennis Mola – 334 Catbrier Court

Mr. Mola asked what the Town's policy was on riding a class 1- E-bike on the beach. Councilmember Connelly stated that the Town does not allow the use of motorized vehicles on the beach. Ms. Tillerson noted that the Public Safety Committee would discuss the use of E-bikes for beach use only and make a recommendation to Council.

Brad McIlvain – Blue Heron Pond Road – Kiawah Island Community Association Board Member (KICA)

In response to Mr. Mola's question, Mr. McIlvain stated that KICA does not permit E-bikes on the island.

Mr. McIlvain responded to an earlier comment made during the presentation traffic. Mr. Turner has made a presentation to the KICA Board on how to improve Kiawah Beach Drive. KICA is also looking at the intersection, gate area, and other options to improve gate flow. He encouraged the Town Council and the KICA Board to work together to resolve the issues.

Brad Belt – 151 Bobcat Lane

Mr. Belt asked that, with the upcoming deadline for public comments to the Charleston County Planning Commission for the Riverstone request, if the Town was planning on submitting a response. Mayor Labriola responded there had not been any discussion to this point. He stated that thoughtful consideration would have to be given to many factors in a discussion, and a response would be carefully crafted.

XIV. Adjournment:

Councilmember Connelly made a motion to adjourn the meeting at 5:10 p.m. Councilmember Moffitt seconded the motion, and it was unanimously passed.

Submitted by,

Petra S. Reynolds, Town Clerk

Approved by,

John D. Labriola, Mayor

Date



TAB 3

TOWN COUNCIL

Agenda Item



Request for Town Council Action

TO: Mayor and Town Council Members

FROM: Brian Gottshalk, Public Works Director

SUBJECT: Emergency Debris Monitoring Contractor

DATE: 27 June, 2022

BACKGROUND:

After a natural disaster, it is crucial to have professional contractors aid in the recovery effort to ensure a smooth recovery and to help compile documentation required by FEMA Public Assistance. Alongside the Debris Management contractors is a Debris Monitoring Contractor to accurately document all debris picked up and processed by the management contractor. The Town has had a contract with All South Engineering to perform these services, although this contract has never been activated. This contract expires July 18, 2022.

ANALYSIS:

Town staff put together a Request for Proposals that was posted publicly on June 3, 2022. The bidding closed on June 21, and The Town received bids from the following firms:

Disaster Programs and Operations
Rostan Solutions
Tetra Tech, Inc
Volkert, Inc

These bids received were carefully reviewed and compared against the other offerors based on technical capabilities, reasonableness of price, references, and professional experience.

ACTION REQUESTED:

Town Staff requests that Town Council approves awarding the contract for emergency debris monitoring services to Tetra Tech, Inc.

BUDGET & FINANCIAL DATA:

This is a stand-by contracts. No transactions will be made until The Town issues a Notice to Proceed and the contractor mobilizes equipment and personnel.

PROPOSAL FOR

DEBRIS MONITORING SERVICES 2022

Town of Kiawah Island, SC



TETRA TECH

complex world

CLEAR SOLUTIONS™

The complete Proposal can be found with
the materials on the Town's Website

Copy | June 2022



TAB 4

TOWN COUNCIL

Agenda Item



address: 145 King Street, Suite 411 | Charleston, SC 29401
phone: 843.722.8880 web: louhammond.com

June 14, 2022

John D. Labriola
Mayor
Town of Kiawah Island
4475 Betsy Kerrison Parkway
Kiawah Island, South Carolina 29455

Dear John:

This letter, when signed by you, will confirm that the Town of Kiawah Island will retain Lou Hammond Group (LHG) for a communications audit and consulting per the scope below for 3 months beginning June 27, 2022 through September 27, 2022. Option to continue our services for an additional 9 months would be available for a fee of \$7,500 a month.

Communications Audit, Recommendations + Consulting (3 months): \$10,000/month

- Execute full communications audit + recommendations:
 - All communications methods: E-newsletters, websites, videos, direct mail,
 - Social media pages + groups, external + private forums, list serves, etc.
- Create communications strategy + decision tree, as appropriate
 - May include: Landing page ideation, FAQs, content capture via email, strategic message development
- Communications consulting:
 - To include: Community relations + stakeholder engagement
- Manage media relations
- Copywriting
- Liaise between the Town of Kiawah + Kiawah Partners, as appropriate
- Attend organizational meetings, as appropriate

In addition, you will be billed for reimbursement at cost for staff travel/mileage. Any other expenses will be presented to you in advance for review prior to incurring the expense on your behalf. All monies are payable upon receipt of invoice.

Please indicate your agreement in the space below and return one copy to us for our records.

You have our assurance of our best efforts on your behalf.

Sincerely,

LOU HAMMOND GROUP

Stephen Hammond
CEO

AGREED: _____



TAB 5

TOWN COUNCIL

Agenda Item

Expenditure Type	EXPENSE	Benefit to Town	Cost to	Town Share	Town Share	Town Share	Town Share	100%	Subtotals
	SPECIFIC TO			Based on	Based on Full	Based on	Based on		
	Kiawah Island		CVB	Community	Service (Group)	Luxury (Group)	Islands	Town	
Marketing & Advertising				Inventory at	Inventory at	Room Inventory	Inventory at		
				4.8%*	7.4%**	at 20%***	29.82%****		
Website - development	Kiawah Island Specific site	adding non-member information	\$37,000					\$37,000	
Website - enhancement	Site presence: Kiawah Island on								
	Beaches site		\$31,000					\$31,000	
Website - Search Engine Optimization (SEO)	Adwords, Kiawah Island-specific, Beaches Site		\$60,000				\$17,892		
Website - SEO	Adwords, ExploreCharleston								
	core visitor site		\$290,000	\$13,920					
Commercial - production	Vive Media	creation of :30 sec commerical for television; :30 sec for social media platforms	\$30,000				\$8,946		
Commercial - distribution	Sinclair	distribution of :30 sec commercial in Southeast and Northeast (6 months x \$20,000/month)	\$120,000				\$35,784		
Advertising - Photography & Videography	Broadcasting								
Advertising - digital campaign	Vive Media		\$20,000				\$5,964		
Advertising - social media campaigns	The Knot	store front annual, wedding specific	\$3,500				\$1,044		
Advertising - social media campaigns	Facebook & Instagram	paid promotion - 12 months	\$20,000				\$5,964		
Advertising - social media campaigns	TikTok	paid promotion - 12 months	\$20,000				\$5,964		
Advertising - social media campaigns	YouTube	paid promotion - 12 months	\$20,000				\$5,964		
Advertising - digital campaign	Smithsonian	Live webinar promoting Chef John Ondo and The Atlantic Room	\$28,209					\$28,209	
Advertising - digital campaign	Smithsonian	Private dinner for Chef John Ondo and Bryan Hunter of Kiawah Island Golf Resort with both Editors in Chief and Publishers of each magazine	\$28,209					\$28,209	
Editorial - hosted event	Food & Wine and Travel + Leisure		\$3,500					\$3,500	
Subtotal Marketing & Advertising			\$683,209	\$13,920		\$0	\$0	\$87,522	\$99,709
Advertising - print	AAA Living (Georgia, Tennessee, North & South Carolina)	two placements of full page + full page advertorial	#				#		
Advertising - print	AAA World (DC, Maryland, Virginia & Delaware)	two placements of two page spread	#				#		
Advertising - print	Southern Bride (North Carolina)	full page placement in Summer/Fall and Winter/Spring	#				#		
Advertising - print	Discover SC	Annual state vacation guide - full page	#				#		
Advertising - print	Coastal Living	spreads in Fall and Winter issues	#				#		
Advertising - print	Midwest Living	spreads in Fall and Winter issues	#				#		
Advertising - print	Conde Nast Traveler	high impact unit of 12 pages specific to islands + spread	#				#		
Subtotal Negotiated Ad Buys: Terms confidential between buyer/seller. #Placements total \$141,169.			\$473,405	\$0	\$0	\$0	\$141,169	\$0	\$141,169
Group Sales									
Sales - Luxury Tradeshows, most difficult to sell	American Society of Association Executives	Tradeshows: Washington, DC - August 2022; Ongoing events throughout the year	\$11,150			\$2,676			
Sales - Luxury Tradeshows, most difficult to sell	CONNECT Marketplace	Appointment show: Detroit, MI - August 2022	\$10,200			\$2,448			
Sales - Luxury Tradeshows, most difficult to sell	CONNECT DC Marketplace	Appointment show: Washington, DC - Nov 2022	\$8,550			\$2,052			
Sales - Luxury Tradeshows, most difficult to sell	Destination Southeast/Northstar	Appointment show: Daytona Beach, FL - Sept. 2022	\$3,900			\$936			
Sales - Luxury Tradeshows, most difficult to sell	Destination East/Northstar	Appointment show: Albany, NY. Oct 2022	\$3,450			\$828			
Sales - Luxury Tradeshows, most difficult to sell	Independent Planners Education Conf/Northstar	Appointment show: Memphis, TN Jan 2023	\$3,750			\$900			
Sales - Luxury Tradeshows, most difficult to sell	Financial & Insurance	Membership only	\$950			\$228			
Sales - Luxury Tradeshows, most difficult to sell	HelmsBriscoe	Appointment show: TBD - May 2023; Preferred Partner Destination membership	\$20,750			\$4,980			
Sales - Luxury Tradeshows, most difficult to sell	IMEX America	Appointment & Tradeshows: Las Vegas, NV - November 2022	\$38,500			\$9,240			

										\$800,000
Expenditure Type	EXPENSE SPECIFIC TO Kiawah Island	Benefit to Town	Cost to CVB	Town Share Based on Community Inventory at 4.8%*	Town Share Based on Full Service (Group) Inventory at 7.4%**	Town Share Based on Luxury (Group) Room Inventory at 20%***	Town Share Based on Islands Inventory at 29.82%****	100% Town	Subtotals	
Sales - Luxury Tradeshows, most difficult to sell	Luxury Meetings Summit	Appointment show: TBD - Feb. 2023	\$8,000			\$1,920				
Sales - Luxury Tradeshows, most difficult to sell	Luxury Travel Industry Meeting Professionals International	Atlanta (Feb 2023) & New York (April 2023) travel advisors	\$14,250			\$3,420				
Sales - Other Tradeshows	Professional Convention Mgmt Assoc.	Tradeshow: TBD - June 2023	\$8,350			\$2,004				
Sales - Luxury Tradeshows, most difficult to sell	Professional Convention Mgmt Assoc.	Tradeshow: Columbus, OH - January 2023	\$12,650			\$3,036				
Sales - Luxury Tradeshows, most difficult to sell	Professional Convention Mgmt Assoc.	Destination Showcase: March 2023	\$11,250			\$2,700				
Sales - Luxury Tradeshows, most difficult to sell	Signature Travel Network	Appointment show: Las Vegas, NV - November 2022; membership	\$5,700			\$1,368				
Sales - Luxury Tradeshows, most difficult to sell	Society of Incentive Travel Executives	Annual Meeting: TBD - December 2022	\$6,150			\$1,476				
Sales - Luxury Tradeshows, most difficult to sell	Virtuoso Association Executives of North Carolina	Tradeshow: Las Vegas, NV - August 2022	\$13,000			\$3,120				
Sales - Other Tradeshows	Council of Engineering and Scientific Society Executives	Tradeshow: Raleigh, NC - December 2022; Ongoing events throughout the year	\$7,725		\$618					
Sales - Other Tradeshows	Georgia Society of Association Executives	Tradeshow: Richmond, VA; Ongoing events throughout the year	\$6,700		\$536					
Sales - Other Tradeshows	Georgia Society of Association Executives	Annual Meeting: TBD, GA - May 2023; Ongoing events throughout the year	\$10,250		\$820					
Sales - Other Tradeshows	GovTravels	Tradeshow: Washington, DC - March 2023	\$5,250		\$420					
Sales - Other Tradeshows	Holiday Showcase Association Forum	Tradeshow: Chicago, IL - December 2022	\$8,300		\$664					
Sales - Other Tradeshows	Meeting Professionals International Carolinas Chapter	Business Exchange: Raleigh - September 2022; Ongoing events throughout the year	\$8,550		\$684					
Sales - Other Tradeshows	South Carolina Society of Association Executives	Tradeshow: Columbia, SC - January 2023; Ongoing events throughout the year	\$14,000		\$1,120					
Sales - Other Tradeshows	Tennessee Society of Association Travel South	Tradeshow: Knoxville, TN - December 2022	\$10,200		\$816					
Sales - Other Tradeshows	International	Tradeshow: Louisville, KY - November 2022	\$10,800		\$864					
Sales - Other Tradeshows	Virginia Society of Association Executives	Tradeshow: Richmond, VA - October 2022	\$3,100		\$248					
Subtotal Group Sales			\$265,425	\$0	\$6,790	\$43,332	\$0	\$0	\$50,122	
Market Research, Destination Services and Promotion										
Market Research - Key Data	Key Data Research, specific to islands / beaches	Historical and forward-looking projections on beach rental performance / key metrics (IOP, Folly, Kiawah)	\$35,000				\$11,981			
Market Research	Office of Tourism Analysis research; Datafy - phone app tracking	Allocated between funding communities	\$170,000	\$8,160						

BUDGETED INCOME FY 22/23: Town of Kiawah Island, Draft 4/19/22, approved by CVB BOG 5/18/22

\$800,000

Expenditure Type	EXPENSE SPECIFIC TO Kiawah Island	Benefit to Town	Cost to CVB	Town Share Based on Community Inventory at 4.8%*	Town Share Based on Full Service (Group) Inventory at 7.4%**	Town Share Based on Luxury (Group) Room Inventory at 20%***	Town Share Based on Islands Inventory at 29.82%****	100% Town	Subtotals
Visitor Center Operations	Kiawah Island Visitor Center information distribution	Dedicated information center inside Town Hall - Marketing strategy - Campaign and creative development / graphics design and branding - Advertising negotiation and placement - Creative writing - Creation and distribution of collateral - Collateral mailing and fulfillment to inquiry response - Social media strategy, implementation and monitoring - Media development - cultivating relationships with and hosting travel writers - Group sales strategy, relationship cultivation with meeting planners, tradeshow attendance and follow up - Visitor Services / visit planning - Call center, 800 lines and online inquiry response about travel to area	\$50,000					\$50,000	
General Destination Services		- Air service development for community	\$6,846,725	\$328,643					
		- Community exposure through digital, broadcast, print, electronic and social media platforms. - ExploreCharleston.com and MeetCharleston.com website hosting and development, including micro sites such as charlestonweddingguide.com - Simpleview CRM platform for membership development and website integration - Luxury Travel Advisor consortium memberships and business development (e.g. Virtuoso, Signature Travel) - Travel advisor certification program - National advertising for OTT campaigns including production and placement: print and digital advertising programs with industry-leading publications: Regional communication campaigns - Partnerships with Society of American Travel Writers, British Guild of Travel Writers, Public Relations Society of America, US Travel Association, etc. to generate earned media. - Advertorial opportunities with publications such as D Weddings, Hearst and Worth - Media pitches, intinerary creation and hosting support for travel writers - Non-sponsored social media content creation to support promotional campaigns and reach a diverse audience; (Explore Charleston has garnered over 500K global followers and consistently outperforms industry averages for audience engagement) - Charleston Area Sports Commission business development initiatives - Special events and activations (e.g. PGA Championship, Illumination Charleston, Credit One Open, Gather)							
Regional Destination Promotion			\$12,954,982						
Subtotal Market Research, Destination Services and Promotion			\$20,056,707	\$336,803	\$0	\$0	\$11,981	\$50,000	\$398,783
TOTAL			\$21,478,746	\$350,723	\$6,790	\$43,332	\$240,672	\$149,709	\$791,225

*Based on share of room inventory in community: 889 STR units+355 hotel rooms=1,244 Kiawah total lodging inventory / 25,872 community. Kiawah has 4.8% of all lodging inventory in our community.

**Based on share of area's full-service hotel room inventory: 355 Kiawah / 4800 area wide. Kiawah has 7.4% of full-service lodging inventory in our community.

***Based on share of room inventory in luxury meeting properties: 355 Kiawah / 1765 area wide. Kiawah has 20% of luxury meeting lodging inventory in our community.

****Based on share of room inventory in island/beach communities:889 STR units+355 hotel rooms=1,244 Kiawah total lodging inventory / 4172 islands. Kiawah has 29.82% of area island/beach inventory.