



Accommodations Tax Advisory Committee

11:00 a.m., Wednesday, August 28, 2024

1207 Palm Boulevard

City Hall Council Chambers

Public Comment:

Citizens may provide written public comment here:

<https://www.iop.net/public-comment-form>

Agenda

1. **Call to order** and acknowledgment that the press and the public have been duly notified of the meeting in accordance with the Freedom of Information Act.
2. **Approval of previous meeting's minutes** – May 15, 2024
3. **Financial Statements** – Finance Director Debra Hamilton
4. **Old Business**
Discussion with the College of Charleston's Office of Tourism Analysis regarding development of questionnaire that could be made available to property managers and hotels on the island to distribute to visitors to gain insight into where visitors are coming from and what would drive them to return
5. **New Business**
 - a. Discussion and consideration of opening second round of funding for remaining budgeted funds in FY25 for tourism related programs and sponsorships
 - b. [Discussion of Free T Shirt Program and art competition for new design](#)
6. **Miscellaneous**
Next meeting date
7. **Adjournment**



ACCOMMODATIONS TAX ADVISORY COMMITTEE

10:00am, Wednesday, May 15, 2024

1207 Palm Boulevard, Isle of Palms, SC

MINUTES

1. Call to order

Present: Ray Burns, Margaret Miller, Rebecca Kovalich, Park Williams, Mike Boykin

Absent: Barb Bergwerf, Chrissy Lorenz

Staff Present: Administrator Fragoso, Director Hamilton, PR Officer Yudchenko

2. Election of Vice Chair

Mr. Burns reported that Ms. Lorenz has resigned her position as Vice Chair of the Committee. She will remain on the Committee.

MOTION: Mr. Burns made a motion nominating Ms. Kovalich for Vice Chair of the ATAX Committee. Ms. Miller seconded the motion. The motion passed unanimously.

3. Approval of previous meeting's minutes – April 30, 2024

Mr. Burns made a motion to approve the minutes of the April 30, 2024 meeting, and Ms. Kovalich seconded the motion. The motion passed unanimously.

4. Financial Statements

Director Hamilton said the balance of the ATAX fund is \$5.3 million. There have been no changes in expenditures since the last meeting.

MOTION: Mr. Burns made a motion to approve the budget overages related to insurance and body armor. Mr. Williams seconded the motion. The motion passed unanimously.

5. Old Business

Consideration of FY25 budget for 30% of State Accommodations Tax Fund for tourism promotion

Ms. Lorie Smith from the CVB reviewed the budget categories applicable to the Isle of Palms as set forth by TERC: advertising, marketing support, group sales efforts & tradeshow, media efforts, and visitor/call centers and showed the financial allocation for each category in the proposed FY25 budget.

Ms. Smith explained the allocation method of budgeting which is based on the percentage of lodging inventory on the Isle of Palms. Administrator Fragoso said that percentage needs to be updated. Mr. Chris Campbell of the CVB explained they used an average number of rentals to create the budget.

A brief discussion ensued about the best ways to capture data from visitors to learn why they came to the island and what will bring them back. Ms. Catherine Dority, also of the CVB, said she believes this is something the College of Charleston's Office of Tourism Analysis could work on for the City.

Committee members expressed concern about the large budget allocation to Sinclair, wondering if there are any metrics to show its success. Ms. Smith said there were 10,300,000 impressions during the campaign. Mr. Boykin suggested asking the island's property managers if they are booking reservations from the top markets where the Sinclair campaign is running to help determine if this is money well spent.

Mr. Burns said he would like to see more funds allocated to the VRBO campaign following the success of last year's campaign.

Administrator Fragoso said the walkability study will be re-budgeted to FY25.

MOTION: Ms. Kovalich made a motion to approve the FY25 budget for the 30% of State Accommodations Tax Fund for tourism promotion and provide for a larger allocation to support the VRBO campaign. Mr. Boykin seconded the motion. The motion passed unanimously.

6. New Business

Discussion of initiatives for the committee to consider and ways to enhance awareness of tourism promotion programs and sponsorships

Mr. Burns would like to schedule another meeting in the near future to discuss speaking to the island's property managers, work with the Office of Tourism Analysis to craft a questionnaire to give to island visitors, and discuss ways to enhance awareness of the Committee's available sponsorships.

7. Miscellaneous Business

The next meeting of the ATAX Committee will be set at a later date.

8. Adjournment

Mr. Burns made a motion to adjourn, and Mr. Williams seconded the motion. The meeting was adjourned at 11:07am.

Respectfully submitted,

Nicole DeNeane
City Clerk

City of Isle of Palms
State Accommodations Tax
Balance Sheet **PRELIMINARY AND UNAUDITED**
as of June 30, 2024

	6/30/2023	6/30/2024
CASH @ TRUIST	\$ 15,554	\$ 29,909
CASH @ SC LOCAL GOVERNMENT INVESTMENT POOL	3,611,716	4,129,334
ACCOUNTS RECEIVABLE	1,343,741	1,214,845
AMOUNTS DUE FROM OTHER FUNDS	-	-
	<hr/>	<hr/>
TOTAL ASSETS	4,971,010	5,374,088
	<hr/>	<hr/>
ACCOUNTS PAYABLE	448,680	396,465
AMOUNTS DUE TO OTHER FUNDS	368,271	84,172
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TOTAL LIABILITIES	816,951	480,637
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FUND BALANCE Beginning	2,913,157	4,154,059
Excess Revenues Over/(Under) Expenditures	1,240,903	739,392
FUND BALANCE	4,154,059	4,893,451
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TOTAL LIABILITIES & FUND BALANCE	\$ 4,971,010	\$ 5,374,088
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City of Isle of Palms
State Accommodations Tax
Revenue Statement for the 12 Months Ending June 30, 2024
Fiscal Year Ending June 30, 2024 ****PRELIMINARY AND UNAUDITED****

Date		Description	Total
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Revenues

	Body Armor Assistance Grant	12,352
	September Quarterly Payment from State	1,334,491
	December Quarterly Payment from State	516,998
	March Quarterly Payment from State	271,460
	June Quarterly Payment from State	1,206,360
	YTD Interest Income	269,127

Grand Total

	3,610,788
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State Accommodations Tax
Detailed Expense Statement for the 12 Months Ending June 30, 2024
Fiscal Year Ending June 30, 2024 ****PRELIMINARY AND UNAUDITED****

Vendor	Description	A Actual Expenditure	B FY2024 Budget	C Committee Approved	B+C-A (Over)/ Under
Public Restroom Operations					
Dominion	YTD electricity for restrooms	631	700		
IOP WSC	YTD water & irrigation	11,922	12,000		
Blich, Steady Hands Painting, AAA Fence Co. etc.	YTD maintenance	14,685	45,000		
Port City Paper	YTD paper & cleaning supplies	9,210	11,000		
SCMIRF/Wright Flood	YTD property & flood insurance	10,911	10,000		
Irrigation By Design	YTD Backflow Testing	80	80		
Quality Touch Cleaning	YTD cleaning	27,127	40,000		
IOP Payroll	YTD attendant	21,086	26,528		
		95,652	145,308		49,656
Beach Barrel & Front Beach Business District Trash Pickup					
JLG Enterprise LLC	YTD trash pickup per contract	81,150			
		81,150	85,000		3,850
Irrigation at Breach Inlet Sign					
IOP WSC	YTD irrigation				
		324	1,000		676
Non- Capital					
Maintain Benches at Parks			1,000		
Markers at Parks			2,000		
Beach Wheelchairs and Maintainence		394	5,000		
		394	8,000		7,606
Beach Trash Barrels					
Beach Trash Cans		2,798	7,500		
		2,798	7,500		4,702

State Accommodations Tax
Detailed Expense Statement for the 12 Months Ending June 30, 2024
Fiscal Year Ending June 30, 2024 ****PRELIMINARY AND UNAUDITED****

Vendor	Description	A Actual Expenditure	B FY2024 Budget	C Committee Approved	B+C-A (Over)/ Under
IOP Promotions & Events					
	Connector Run	7,500	7,500		
	Easter Egg Hunt	3,663	4,500		
	Music Events	4,000	4,500		
		15,163	16,500		1,337
Programs & Sponsorship					
	Provisional Events Approved By Committee	37,500	50,000		
	VFW Post 3137 -Wooden Walkway	\$5,000.00			
	Island School Literacy Events	\$20,000.00			
	IOP Chamber if Commerce-Front Beach Lightir	\$10,000.00			
	YWCA Greater Charleston	\$2,500.00			
	July 4th Fireworks	36,078	45,000		
		73,578	95,000		21,422
Charleston CVB - 30% Tourism Promotion Funds					
	Charleston Area CVB	30% distribution for Sept Qtr	421,418		
	Charleston Area CVB	30% distribution for Dec Qtr	163,262		
	Charleston Area CVB	30% distribution for Mar Qtr	85,724		
	Charleston Area CVB	30% distribution for Jun Qtr	380,956		
	State Mandated 30% Transfer	*		976,800	
			1,051,360	976,800	(74,560)
Tourism Promotion Funds					
	Miscellaneous	T-Shirt Sales/Google Storage	1,192		
	Charleston Area CVB	Shared Cost	(31,150)		
			(29,958)	-	29,958

State Accommodations Tax
Detailed Expense Statement for the 12 Months Ending June 30, 2024
Fiscal Year Ending June 30, 2024 ****PRELIMINARY AND UNAUDITED****

Vendor	Description	A Actual Expenditure	B FY2024 Budget	C Committee Approved	B+C-A (Over)/ Under
Transfer to IOP Marina for 75% of Bond Debt Service					
Isle of Palms Marina Enterprise Fund	*	250,391	250,070	-	(321)
Police					
	Body Armor (Funded by Grant)	11,639	7,500		
	2nd Portable Radar Sign for Traffice		3,500		
		11,639	11,000		(639)
Capital Outlay					
Police					
	Truck for Code Enforcement Office	40,659	46,000		
	Radio for Code Enforcement Office	6,426	7,600		
		47,084	53,600		6,516
Fire					
	Mobile Radios for New Trucks	5,570	20,000		14,430
Public Works					
	Caterpillar Trash Loader	188,405	200,000		
	Waterway Blvd Multi-Use Path		415,000		
		188,405	615,000		426,595
Recreation					
	Playground Equipment & Scoreboard	16,420	20,000		
	Dog Park Fence	53,202	60,000		
	Outdoor Fitness Court	55,000	55,000		
		124,622	135,000		10,378

State Accommodations Tax
Detailed Expense Statement for the 12 Months Ending June 30, 2024
Fiscal Year Ending June 30, 2024 ****PRELIMINARY AND UNAUDITED****

Vendor	Description	A Actual Expenditure	B FY2024 Budget	C Committee Approved	B+C-A (Over)/ Under
Front Beach & Restrooms					
	To Repair 4500 Linear Ft of Sidewalk	-	70,000		70,000
Fire Dept Debt Service on 75' Ladder Truck					
	Truist Govt Finance				
	75' Ladder Truck - Principal	82,439	82,439		
	75' Ladder Truck - Interest	9,476	9,476		
		91,915	91,915		0
Unexpended Projects/Miscellaneous					
	GF-Public Relations & Tourism Coordinator *	31,150	21,000		
	GF-Firefighters (2)	157,738	157,738		
	GF-Paramedics (3)	206,408	206,408		
	GF-Police Officer (1)	85,163	85,163		
	GF-ALL Beach Service Officers & Marina Parking Attendant	105,172	138,636		
	GF-Police Overtime	20,000	20,000		
	MF-Marina Maintenance	3,039	50,000		
	MF-Beach Run Sponsorship	3,000	3,000		
	MF-T Dock	-	100,000		
	MF- Marina Green Space	-	50,000		
	MF-Public Dock	250,000	250,000		
	Miscellaneous		1,000		
		861,670	1,082,945		221,275
Grand Total		2,871,759	3,664,638	-	762,921

City of Isle of Palms																			
SC State Accommodations Tax - Distribution of Funds Received																			
				Budget FY24*	Total FY24	Jun-24	Mar-24	Dec-23	Sep-23	Total FY23	Jun-23	Mar-23	Dec-22	Sep-22	Total FY22	Jun-22	Mar-22	Dec-21	Sep-21
Total Payment Received From State				3,301,000	3,529,536	1,276,103	291,998	550,458	1,410,977	3,739,013	1,420,714	286,190	560,834	1,471,275	3,507,426	1,369,717	265,979	540,555	1,331,176
<i>Percentage Increase from prior year</i>					-6%	-10%	2%	-2%	-4%	7%	4%	8%	4%	11%	42%	36%	27%	37%	55%
Less 1/4 of \$25,000 (transferred to Gen Fund)				25,000	25,000	6,250	6,250	6,250	6,250	25,000	6,250	6,250	6,250	6,250	25,000	6,250	6,250	6,250	6,250
Remainder				3,276,000	3,504,536	1,269,853	285,748	544,208	1,404,727	3,714,013	1,414,464	279,940	554,584	1,465,025	3,482,426	1,363,467	259,729	534,305	1,324,926
5% to General Fund				163,800	175,227	63,493	14,287	27,210	70,236	185,701	70,723	13,997	27,729	73,251	174,121	68,173	12,986	26,715	66,246
65% To Acc Tax Tourism Related				2,129,400	2,277,948	825,405	185,736	353,735	913,073	2,414,112	919,402	181,961	360,479	952,270	2,263,580	886,253	168,824	347,299	861,205
30% to Acc Tax Tourism Promotion (CVB):				982,800	1,051,361	380,956	85,724	163,262.41	421,418.08	1,114,201	424,339.25	83,982.02	166,375	439,505	1,044,725	409,040	77,919	160,292	397,475
				3,276,000	3,504,536	1,269,853	285,748	544,208	1,404,727	3,714,013	1,414,464	279,940	554,584	1,465,025	3,482,426	1,363,467	259,729	534,305	1,324,926

City of Isle of Palms
SC State Accommodations Tax

Total State Atax Received from SC Treasurer

	Qtr 1 July-Sept	Qtr 2 Oct-Dec	Qtr 3 Jan-Mar	Qtr 4 Apr-June	Fiscal Year Total	Increase/ Decrease
FY11	532,879	189,711	55,395	394,752	1,172,737	
FY12	653,545	289,771	62,947	456,073	1,462,336	25%
FY13	675,341	283,750	82,388	443,861	1,485,340	2%
FY14	774,983	262,670	87,506	558,702	1,683,861	13%
FY15	783,479	283,054	92,269	575,444	1,734,246	3%
FY16	804,398	282,321	108,240	567,694	1,762,653	2%
FY17	807,457	281,373	100,997	633,111	1,822,939	3%
FY18	803,215	318,255	116,670	641,995	1,880,136	3%
FY19	846,664	318,661	164,861	692,063	2,022,250	8%
FY20	899,029	285,557	142,616	379,931	1,707,133	-16%
FY21	858,508	393,960	209,721	1,007,541	2,469,730	45%
FY22	1,331,176	540,555	265,979	1,369,717	3,507,427	42%
FY23	1,471,275	560,834	286,190	1,420,714	3,739,013	7%
FY24	1,410,977	550,458	291,998	1276103	3,529,536	-6%

Total State Atax Transferred to Charleston CVB (30%)

	Qtr 1 July-Sept	Qtr 2 Oct-Dec	Qtr 3 Jan-Mar	Qtr 4 Apr-June	Fiscal Year Total	Increase/ Decrease
FY11	157,989	55,038	14,743	116,551	344,321	
FY12	194,188	85,056	17,009	134,947	431,201	25%
FY13	200,727	83,250	22,841	131,283	438,102	2%
FY14	230,620	76,926	24,377	165,736	497,658	14%
FY15	233,169	83,041	25,806	170,758	512,774	3%
FY16	239,444	82,821	30,597	168,433	521,296	2%
FY17	240,362	82,537	28,424	188,058	539,382	3%
FY18	239,090	93,602	33,126	190,723	556,541	3%
FY19	252,124	93,723	47,583	205,744	599,175	8%
FY20	267,834	83,792	40,910	112,104	504,640	-16%
FY21	255,677	116,313	61,041	300,387	733,419	45%
FY22	397,475	160,292	77,919	409,040	1,044,726	42%
FY23	439,505	166,375	83,982	415,472	1,105,334	6%
FY24	421,418	163,262	85,724	380,956	1,051,360	-5%

**City of Isle of Palms
State Accommodations Tax
Balance Sheet
as of July 31, 2024**

	7/31/2023	7/31/2024
CASH @ TRUIST	\$ (10,587)	\$ 147,269
CASH @ SC LOCAL GOVERNMENT INVESTMENT POOL	3,628,352	4,819,771
ACCOUNTS RECEIVABLE	1,343,741	-
AMOUNTS DUE FROM OTHER FUNDS	-	-
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TOTAL ASSETS	4,961,506	4,967,040
	<hr/>	<hr/>
ACCOUNTS PAYABLE	435,163	1,409
AMOUNTS DUE TO OTHER FUNDS	368,271	84,172
	<hr/>	<hr/>
TOTAL LIABILITIES	803,435	85,581
	<hr/>	<hr/>
FUND BALANCE Beginning	4,154,059	4,893,088
Excess Revenues Over/(Under) Expenditures	4,013	(11,628)
FUND BALANCE	4,158,072	4,881,460
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TOTAL LIABILITIES & FUND BALANCE	\$ 4,961,506	\$ 4,967,040
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City of Isle of Palms
State Accommodations Tax
Revenue Statement for the 1 Month Ending July 31, 2024
Fiscal Year Ending June 30, 2025

Date		Description	Total
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Revenues

	Body Armor Assistance Grant		
	September Quarterly Payment from State		
	December Quarterly Payment from State		
	March Quarterly Payment from State		
	June Quarterly Payment from State		
	YTD Interest Income		19,394

Grand Total			19,394
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State Accommodations Tax
Detailed Expense Statement for the 1 Month Ending July 31, 2024
 Fiscal Year Ending June 30, 2025

Vendor	Description	A Actual Expenditure	B FY2025 Budget	C Committee Approved	B+C-A (Over)/ Under
Public Restroom Operations					
Dominion	YTD electricity for restrooms	48	750		
IOP WSC	YTD water & irrigation	1,448	12,500		
Blitch, Steady Hands Painting, AAA Fence Co. etc.	YTD maintenance	-	45,000		
Port City Paper	YTD paper & cleaning supplies	782	11,000		
SCMIRF/Wright Flood	YTD property & flood insurance	4,309	13,200		
Irrigation By Design	YTD Backflow Testing	-	80		
Quality Touch Cleaning	YTD cleaning	2,330	40,000		
IOP Payroll	YTD attendant	2,556	28,367		
		11,473	150,897		139,424
Beach Barrel & Front Beach Business District Trash Pickup					
JLG Enterprise LLC	YTD trash pickup per contract				
		-	85,000		85,000
Irrigation at Breach Inlet Sign					
IOP WSC	YTD irrigation				
		41	600		559
Non- Capital					
Maintain Benches at Parks			1,000		
Beach Wheelchairs and Maintenance			5,000		
		-	6,000		6,000
Beach Trash Barrels					
Beach Trash Cans			7,500		
		-	7,500		7,500

State Accommodations Tax
Detailed Expense Statement for the 1 Month Ending July 31, 2024
 Fiscal Year Ending June 30, 2025

Vendor	Description	A Actual Expenditure	B FY2025 Budget	C Committee Approved	B+C-A (Over)/ Under
IOP Promotions & Events					
	Connector Run		7,500		
	Easter Egg Hunt		4,500		
	Music Events		4,500		
		-	16,500		16,500
Programs & Sponsorship					
	Provisional Events Approved By Committee		50,000		
	July 4th Fireworks	19,508	45,000		
		19,508	95,000		75,492
Charleston CVB - 30% Tourism Promotion Funds					
	Charleston Area CVB	30% distribution for Sept Qtr			
	Charleston Area CVB	30% distribution for Dec Qtr			
	Charleston Area CVB	30% distribution for Mar Qtr			
	Charleston Area CVB	30% distribution for Jun Qtr			
	State Mandated 30% Transfer		964,259		
		-	964,259		964,259
Tourism Promotion Funds					
	City Hall's Visitor T-Shirt		15,000		
		-	15,000		15,000
Transfer to IOP Marina for 75% of Bond Debt Service					
	Isle of Palms Marina Enterprise Fund	*	250,391	-	250,391
Police					
	Body Armor		7,500		

State Accommodations Tax
Detailed Expense Statement for the 1 Month Ending July 31, 2024
Fiscal Year Ending June 30, 2025

Vendor	Description	A Actual Expenditure	B FY2025 Budget	C Committee Approved	B+C-A (Over)/ Under
	Training Room Upgrades		17,500		
		-	25,000		25,000
Capital Outlay					
General Government					
	IOP Message Board		25,000		
	1/3 Planning of City Hall Repair/Renovation		83,333		
		-	108,333		108,333
Police					
	UTV		22,000		
	1/2 Public Safety Drone		11,500		
	Tasers		18,171		
	Access Control System		31,250		
		-	82,921		82,921
Fire					
	1/3 Share Rescue Boat		100,000		
	Training Mannequins		22,000		
	Access Control System		31,250		
		-	153,250		153,250
Public Works					
	Waterway Blvd Multi-Use Path		570,000		
		-	570,000		570,000
Recreation					
	19% Playground W/ Pour & Play Surface		124,335		
		-	124,335		124,335

State Accommodations Tax
Detailed Expense Statement for the 1 Month Ending July 31, 2024
 Fiscal Year Ending June 30, 2025

		<i>A</i>	<i>B</i>	<i>C</i>	<i>B+C-A</i>
Vendor	Description	Actual Expenditure	FY2025 Budget	Committee Approved	(Over)/ Under
Front Beach & Restrooms					
	To Repair 4500 Linear Ft of Sidewalk		70,000		
	Resurface City Owned Parts of Ocean Blvd		100,000		
		-	170,000		170,000
Fire Dept Debt Service on 75' Ladder Truck					
	Truist Govt Finance	75' Ladder Truck - Principal	83,947		
		75' Ladder Truck - Interest	7,967		
		-	91,914		91,914
Unexpended Projects/Miscellaneous					
	GF-Public Relations & Tourism Coordinator		39,744		
	GF-Firefighters (3)		273,875		
	GF-Paramedics (3)		313,364		
	GF-Police Officer (2)		199,145		
	GF-ALL Beach Service Officers & Marina Parking Attendant		35,692		
	GF-Police Overtime		20,000		
	GF-SRT Coordinator		74,769		
	GF-Code Enforcement Officer		78,947		
	MF-Beach Run Sponsorship		3,000		
	MF-T Dock		83,000		
	MF- Marina Green Space		50,000		
	Miscellaneous		1,000		
		-	1,172,536		1,172,536
Grand Total		31,022	4,089,436	-	3,611,832